



objective

to be **more** than your average mac artist

strengths

- ⊕ creative, design, production, branding, typography, pre-press, troubleshooting
- ⊕ speed, accuracy, efficiency
- ⊕ organization – mechanicals, servers, studio
- ⊕ very comfortable working **en français**
- ⊕ internationally awarded
- ⊕ mock-ups/AODA compliant
- ⊕ project management
- ⊕ frequently requested for multi-piece, multi-page jobs
- ⊕ arriving for short contracts – leaving years later

digital

- ⊕ socials – content creation/management
- ⊕ web – wordpress/e-commerce setup
- ⊕ static ads/eblasts
- ⊕ presentations
- ⊕ dynamic pdfs – fillable/calculating
- ⊕ ebook – design/layout/strategy

print

- ⊕ identity – logos/application
- ⊕ editorial layout – magazine, newsprint
- ⊕ annual reports/financials/forms
- ⊕ direct mail/lettershop
- ⊕ dielines/POP/POS
- ⊕ vehicle wraps/invitations/brochures
- ⊕ real estate – floorplans
- ⊕ trade show booths/signage/wayfinding

copy

- ⊕ writing/editing – proposals, RFPs, articles, posts, blogs

giving back

onlinevolunteering.org

- ⊕ providing design services to a worldwide community of United Nations-affiliated not-for-profit organizations
- ⊕ focus on SDGs for the environment, gender equality + children's rights/safety/literacy

history

[portfolio @ susancarswell.com](http://portfolio@susancarswell.com)

BMO Bank of Montreal/BMO MasterCard

SmartSimple

Egencia Canada

RSA Insurance Canada

TAXI2 Advertising

Creative Network

Mackenzie Financial

Echo Advertising

The Loyalty Group (AIR MILES)

LA Ads Inc

Cameron Douglas + Associates

Howard Integrated Marketing

Brunico Communications

BMG Music Canada

Columbia House Canada

Horizon Studios/Commix Communications

apps

Indesign, Illustrator, Photoshop, Wordpress, Acrobat, Powerpoint, Word, Excel, basic CSS and HTML
⊕ continually upgrading skills; learning to cut with Premiere and Final Cut Pro; connecting dots with Analytics

education

Humber College North Campus

Digital Multimedia Programme

Glendon College, York University

French Studies

dreamer — photographer — traveller — plays well with others