


Jack Suter

Senior Designer and Visual Design Strategist

 GraphixJack.com

 jack@jsutergaphix.com

 (831) 316-4157

Expertise

A highly adept graphic and web designer and with more than 16 years of proven experience in delivering visual solutions to complex ideas. Expert knowledge in creating custom graphic design, illustration, responsive website design, and page layout design that produce intuitive, professional, user-friendly, and easy-to-access information. A seasoned problem solver with proven ability to transform concepts into printed materials and digital online media, incorporating clean visual graphic design and typography.

- Graphic Design
- Illustrative Design
- Website Design
- Presentation Design
- Motion Design
- Design Strategist
- Creative Educator
- Social Media Marketing
- Print and Online Production
- Discerning Typographer
- Project Planning
- Conceptualization
- Prepress Production
- Project Management
- Vision and Strategy

Experience

ToucanEd, Inc. | Santa Cruz, CA | 2006–Present

Art Director | Senior Designer: Takes sole responsibility for the position of Lead Art Director and Senior Designer with focus on health education and emergency management. Provides designs for websites, training materials, social media campaign advertisements, and product design directed to professionals, teachers, and trainers.

Highlights and achievements include:

- Generated tremendous amounts of sales and interest by overseeing all artistic direction for ToucanEd's visual communications.
- Improved sales and conversion more than 100% by increasing customer retention with design and organization of the company business and shopping websites.
- Created more than 3 dozen top selling product designs tailored for health education professionals and emergency management experts.
- Produced professional design layouts for over 100 printed materials which included custom illustrations, charts/graphs, infographics, and icon design for training lessons, school curriculum, and marketing advertisements for a diverse clientele.
- Attracted a large amount of commerce to the company by conceptualizing more than 200 e-mail marketing newsletter designs and written content, as well as providing numerous social media advertisement campaigns across all major platforms.
- Animated engaging social media motion graphics, creating interest which generated increased sales.

JSG Graphic Design Studio | Scotts Valley, CA | 2012–Present

Visual Design Strategist: Retained by a diverse industry of clients as a freelance designer to create visual designs for print materials, websites, original art work, marketing campaigns, original illustrative designs, technical illustration, and typographic layouts. Works closely with clients to further the companies goals so they can succeed in a marketplace of brands that they compete with every day.

Highlights and achievements include:


- Attracted new fan base and customers for schools, sporting goods, and professional businesses by helping to improve brand imaging by crafting 30+ iconic logo illustrations.
- Increased sales for of 10+ professional websites by leading direction of UI/UX design and creative brand management.
- Demands high quality control of print production by overseeing and facilitating quality printers for digital and offset printing, and silk screen apparel printing.

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Skills

Proven proficiency and expertise with the following software:

- Adobe CC Photoshop
- Adobe CC Premiere Pro
- HTML/CSS editors
- Adobe CC Illustrator
- Adobe CC After Effects
- Apple Office Suite
- Adobe CC InDesign
- Adobe CC Acrobat
- Keynote, Pages, Numbers
- Adobe XD
- Adobe Express
- Microsoft Office Suite
- PowerPoint, Word, Excel

Established experience with the following technological skills:

- Website design and project management
- Content management systems:
- Social Media Marketing
- UI and UX design
- Wordpress
- PDF and Web Content Accessibility
- Web development languages:
- Elementor
- Macintosh and Windows operating systems
- Responsive HTML
- Shopify
- CSS Style Sheets
- Constant Contact
- Bootstrap
- 3dCart
- PHP
- Amazon Shopping Cart
- JavaScript
- Amazon A+ Content Management

Education

Bachelor of the Arts | Visual Communications | Colorado Institute of Art | Denver, CO.

Professional Development Coursework Completed:

- Graphic Design, Illustration, Logo/Visual Identity, Typography, Color Theory, 2D and 3D Design, Package Design, Digital Imaging, Print Layouts and Publications, Digital Prepress, Presentation and Criticism, Life Drawing, and Art History.

Associate Degree | Art and Computer Information Systems | Cabrillo College | Aptos, CA

Professional Development Coursework Completed:

- Comprehensive education in computer graphics, illustration, life drawing, art history, graphic design, and typography.

Certificates of Completion | Current Design Practices | LinkedIn Learning and Adobe

Professional Development Coursework Completed:

- Extensive course studies in website development, multimedia development, audio and video editing, graphic design, branding, and illustration.

Contact

Jack Suter


Social

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 Dribbble.com

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