

# sue priban

*Design + Direction*

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## Profile

Senior Graphic Designer with experience serving a wide variety of consumer, corporate and institutional clients. Successful at creating solutions that are fresh and compelling, through comprehensive research and sound methodology.

Effectively leading projects from start to completion by working closely with clients, printers and developers to meet tight deadlines. Very personable and happy working either independently or as part of a team.

### technical expertise

Extremely proficient in Adobe Illustrator, Photoshop and InDesign. Working knowledge of Sketch, HTML, CSS and jQuery, with experience in an agile environment.

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## Experience

zoocasa, toronto 2013-2015

lead designer / art director

Zoocasa Brokerage was an innovative Canadian real estate service that helped people find the best agent for them, and the right home. A start-up owned by Rogers, Zoocasa was sold in 2015.

- Led all Product (web & mobile) initiatives from a design and creative perspective. Tailored the responsive website design for various devices, and simplified pages to be more appropriate for mobile browsing.
- Art directed the evolution of the brand to capture the warm, human side of Zoocasa. Colourful, friendly illustrations, paired with high-quality photography created an approachable identity for a young, diverse market.
- Designed graphic elements for marketing initiatives, including signage, packaging, printed collateral and infographics.
- Guided all creative work completed by agencies and vendors to ensure quality and consistency throughout Zoocasa's marketing efforts.
- Managed and directed creative contractors (designers, illustrators, writers) to ensure timely completion of projects.

freelance, toronto 2010-2013, and ongoing

senior graphic designer / art director

Worked with many companies and agencies including Bruce Power, Craib Design, Wunderman and Jackman. Involved in the conceptualization, design, development and project management of a diverse range of projects, encompassing print, branding, packaging and digital media.

evoke solutions, toronto 2005-2009

senior graphic designer

Evoke Solutions is a design studio specializing in creative problem solving and brand-building communications. Clients included Kobo, Quark Expeditions and High Road Communications.

- Played a key role in designing and developing the Kobo brand, website and iPhone app. Kobo has since become one of North America's top e-reading services.
- Designed, directed and managed core marketing materials for Quark Expeditions, elevating the brand and increasing overall sales revenue.
- Designed and managed all aspects of multiple projects simultaneously in a fast-paced environment, while staying within budget.
- Received recognition for design excellence in the publication Applied Arts and the Advertising Design Club of Canada.
- Built and fostered strong client relations, which contributed to the success of Evoke Solutions.

good studio, chicago 2002-2005

graphic designer

Good Studio is passionate about building brands with creativity and originality. Designed and produced strategic solutions for clients including the Chicago Park District, Chicago Department of Cultural Affairs, the New Art Examiner, Chiasso and Argonne National Laboratory.



## Education

alberta college of art and design – Visual Communications (4-year program)

maryland institute college of art – Department of Graphic Design, mobility program