



Suzanne Gallagher

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■ Experience

Creative Force Design Group
Freelance Graphic Design and Advertising - 1995 to present
Owner and operator of freelance design firm providing corporate identity, print advertising, brochures, and web design for a variety of clients. Handle all aspects from concept through finished product maintaining branding for clients, initiating new ideas through optional design concepts providing timely composite and finished designs. Manage all print negotiation and buying with printers and other vendors, media placement and art direction of photo shoots.

Visiting Nurse Association - April 2018 to present
Graphic Designer
Produce promotional materials for print and web use to support organization's three service lines, VNA Hospice & Foundation and their wide array of programs. Handle all aspects from concept through finished product including photography and print buying. Maintain collateral materials used by sales force, implement website updates, and create social media ads and videos.

Women's Care Center - May 2013 to April 2018
Client Care Coordinator and Advertising/Marketing
Produced promotional materials for client care services and fund raising events and projects, maintain donor database and manage direct mail campaigns. Liaison to community support agencies to establish and maintain connections for client services, maintain referral directory of community support services for clients and work with them to secure assistance.

FloralSource International, Inc.
Creative Director - February 2005 to November 2007
Design of all advertising materials including posters, catalogs, directories, brochures, direct mail for this international florist service provider. Handled all aspects from concept through finished product for corporate materials as well as ads for member florists. Art direct photo shoots and assisted in design of website for subsidiary floral provider.

Harcourt Brace, Inc.
Color Specialist/Color Liason/Designer - June 1996 to July 2001
Page layout of elementary school reading and math text books. Worked with a variety of color separators across programs to develop a consistent look to art and photo scanning, retouching, separations and final proofs. Developed presentation materials and color guide system to maintain consistency across vendors. Worked with design studios regarding layout and design issues and maintained production scheduling for projects.

Orlando Magazine
Production Manager - October 1992 to March 1995
Page layout, coordination and production of monthly city magazine and other bi-monthly and quarterly publications produced by publisher. Layout and design of special advertising sections and client ads, negotiated with prepress and printers. Oversaw printing and freelance artists.

■ Education

Art Institute of Pittsburgh Online Division ~ Bachelor of Science in Advertising - 2016
Art Institute of Pittsburgh Online Division ~ Web Design Diploma Program - 2008
Art Institute of Fort Lauderdale ~ Associates Degree in Advertising Design - 1985

■ Technical Skills

Advanced skills in Adobe Photoshop, Illustrator, InDesign, Quark Express, MS Office
Moderate skills in Adobe Flash/Animate, Dreamweaver, Muse,