

SUSAN {GRAVDAHL} PARSONS

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MULTIMEDIA DESIGNER | DIGITAL STRATEGIST | PROJECT MANAGER

Delivers online products (7 yrs.) and print materials (16 yrs.) based on three fundamental design principles: 1) understand the current business objectives 2) consider the best technology available and 3) focus on user delight. Adept at driving change using thorough problem analysis, design/digital tool research, comprehensive planning, sketching and rapid prototyping. Positions organizations for brand growth and data mining using in-depth knowledge of design process and current technology.

Director of Digital Strategy & Design

Keep America Beautiful Inc., Stamford, CT | 2011—present

Leading national nonprofit – Core mission is to inspire and educate people to take action every day to improve and beautify their community environment.

- Serves as digital strategist, designer and brand steward ensuring visual consistency and usability on all social, digital and print media (kab.org).
- Manages people and processes for development and extension of KAB brand including staff coaching and affiliate training via webinars.
- Manages all processes for KAB digital systems rebuild while working with cross-functional teams.
- Manages internal and external design/production resources, vendor relationships and communications budgets.
- Manages day-to-day operational aspects of projects, including communication of internal client needs to vendors.
- Manages multiple projects simultaneously.
- Oversees designers/developers/interns ensuring integrity of final projects.
- Manages and participates in testing and quality control for all deliverables.
- Serves as Level 1 front end developer to create prototype web pages/wireframes.

Selected accomplishments for Keep America Beautiful

- *Replaced outdated logo and brand collateral with simple yet compelling graphic solutions and modern, scalable brand elements.*
- *Developed and implemented process to replace 25+ outmoded websites and legacy databases with integrated cloud-based systems (Content Management System and Client Relationship Management tool). Cost savings 30% reduction/yr. in digital media and software expenditures.*
- *Delivered approximately \$50,000 in annual hard-dollar savings by reducing external agency costs.*
- *Hand coded html sites; built and maintained responsive WordPress websites during transition to new digital systems.*
- *Identified new open source web tools yielding savings of \$35,000/yr.*
- *Built low cost storytelling blog tool for affiliate volunteer network.*
- *Leveraged use of mobile event management tool to reduce printing costs by \$1200+/yr.*
- *Presented comprehensive print/ promotional material vendor overhaul and consolidation (RFP). Anticipated savings \$15,000/yr.*

TOOLS

Photoshop
Illustrator
InDesign
Bridge
Sketch
InVision
Optimal Sort /Treejack
Balsamiq
Pop
Google Analytics
Classy (P2P Fundraising)
Constant Contact
Salesforce
JIRA Agile/Basecamp

DESIGN & UX SKILLS

Graphic Design
Wireframes
Prototypes
User Research
Competitive Analysis
Persona Development
Affinity Mapping
User Tests
Information Architecture

CODE SKILLS

CSS, HTML, XHTML
Drupal, WordPress installs
PHP
MySQL
JavaScript
jQuery
HTML5, CSS3
DNS

SOFT SKILLS

Cross-Team Communications

EDUCATION

General Assembly | 2016
UX Design 1 wk. Immersive
Digital Marketing Bootcamp

Aquent Gymnasium | 2014
jQuery Building Blocks
Creating WordPress Themes

New York University | 2013
Web Development Certificate

Rhode Island School of Design
BFA, Graphic Design

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Principal

Susan Parsons Design | 2007—present

Freelance design company serving range of small businesses and nonprofit organizations

- Design and develop websites for small businesses and nonprofit fund-raisers.
- Design and produce books and provide technical advice for book/ e-book self-publishers.
- Train clients on Content Management Systems.
- Design e-news templates and produce HTML email blasts; optimize multimedia.
- Design and produce wide variety of design projects including brochures, direct mail, logos and posters based on marketing objectives and target audience.
- Illustration (digital and hand)

Multimedia Technologist/Design Specialist

King Low Heywood School, Stamford, CT | 2010–2011

Independent school offering progressive education in arts & sciences for talented students - Core mission is to foster cultural diversity and responsible citizenship.

- Managed school websites and led re-design/launch of new website including new Content Management System (CMS) (klht.org).
- Managed and produced multimedia.
- Trained faculty/staff to use CMS and optimized multimedia.
- Designed e-news and produced HTML email blasts.
- Designed and produced wide variety of design projects including brochures, direct mail, logos and posters based on marketing objectives and target audience.
- Edited, proofread, and organized content for publication.
- Tracked and maintained deadline schedules for multiple projects; prepared artwork for production; reviewed press proofs.
- Photographed products/people.
- Clearly communicated with staff, clients, and external vendors to preempt scheduling problems and cost over runs.
- Maintained address and educational testing database.

Web Manager/ Graphic Designer

The Aldrich Contemporary Art Museum | 2008–2009

- Managed and maintained html website (aldrichart.org).
- Designed and produced wide variety of design projects including brochures, direct mail, logos, and posters.

Corporate Graphic Designer | early career

Clients: various Fortune 500 companies such as Merrill Lynch, Texaco and publishing companies such as Simon & Schuster and Random House