



## Contact

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## Profile

- Translating Your Vision & Values to Your Customers through Design.
- Visual Communications Craftsman
- Experienced Creative in Multiple Aspects of Design
- Front-end Web Developer, WP Specialist
- Start-Up - Mid-Market: eCommerce, Distribution, Service & Retail

## Design Strengths

### LOGO & BRAND IDENTITY

Creating, implementing and achieving comprehensive design and standardization across multiple platforms, print and digital.

### WEB DESIGN

Constructing and customizing designs to fit specific client's requirements.

Coordinating with outside design studios to update sites, providing iconography and design direction.

Designing layouts across various platforms: proprietary systems, Wix, WordPress.

### CATALOG & BROCHURE

Specializing in designing/producing multiple page documents following exacting detail in production.

### PHOTOGRAPHY, PHOTO MANIPULATION

Retouching photography to suit needs.

### ORGANIZATIONAL GURU

Creating manageable structure out of chaos.

## Tools



Other tools: MailChimp, Acrobat Pro, Quickbooks, Quicken, When I Work, C-systems, Microsoft Office Suite, PowerPoint

## Experience

### Marketing & Finance Administrator

**2020** BEING WELL YOGA

### Freelance Designer

**2020** SUSAN FOGARASI DESIGN »since 2015

### Graphic Design Director | Finance Lead

PARTSTREE.COM » 2003-2014



- Supporting and Driving Growth for +\$20 M eCommerce Retailer from start
- One of only +/- 15 Austin-based eCommerce businesses to exceed \$20M annual sales
- Logo became one of the most recognized in the online parts business

### Production Coordinator | Elec Prod Specialist

STECK-VAUGHN » 2001-2002

### Senior Designer

WINDSPORT, INC. » 2000-2001

### Director of Graphic Design

ALPHA SPORTS, INC. » 1998-2000



- Best Wholesale Catalog Nomination, Kite Trade Association 1998
- 1998 Opie Octopus kite - best seller 20+yrs.

## Education

Austin Coding Academy

**WORDPRESS FUNDAMENTALS**

Austin Coding Academy

**WEB DESIGN BACK-END INTRODUCTION COURSE**

Austin Community College

**ASSOCIATE OF APPLIED SCIENCE, HONORS - COMMERCIAL ART**

University of Texas, Austin

**BACHELOR OF SCIENCE, HONORS - INTERIOR DESIGN**

## About Me

In my free time, I take lots of photographs, read Science Fiction/Fantasy novels and sculpt Mythical Creatures!

linkedin.com/in/susanfogarasi

