

Susan Fogarasi

Online Portfolio: susanfogarasi.com

Graphic & Web Designer | Branding Specialist

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Professional Summary

Creative and strategic designer with 26 years of experience delivering impactful visual solutions across digital and print media. Proven success in roles from freelance to agency leadership, supporting B2B, retail, eCommerce, and educational sectors. Adept at unifying brand identity, enhancing user experience, and producing high-quality design deliverables under tight deadlines.

Core Skills

- **Brand Identity & Logos:** Expert in crafting cohesive brand systems and logos that span web and print, ensuring consistent visual language across platforms.
- **Web Design:** Skilled in designing custom, responsive websites using WordPress, Elementor, Wix, and Zoho.
- **Email & Social Media Marketing:** Design and implementation of newsletters and social graphics using MailChimp, Zoho, and Beefree.
- **Marketing Collateral:** Design of brochures, flyers, catalogs, and multi-page documents with precision and production expertise.
- **Photo Manipulation:** Advanced Photoshop skills for detailed photo editing, compositing, and visual enhancement.
- **Project Organization:** Known for creating structure and workflow systems that drive efficiency and team clarity.

Technical Proficiencies

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, AfterEffects, Firefly), Figma, Sketch, Canva

Web: WordPress, Elementor, HTML, CSS, Wix, Zoho

Productivity & Marketing: PowerPoint, Microsoft Suite, Acrobat, Scribe, Asana, Zoho CRM, MailChimp, Beefree

Professional Experience

Freelance Designer

SUSAN FOGARASI DESIGN | 2015–PRESENT

Collaborated closely with clients to deliver tailored design solutions, including responsive websites, brand-aligned logos and business cards, custom event graphics, and innovative packaging and product designs — all with a focus on usability, visual impact, and cohesive brand identity.

Graphic & Web Designer

REACH STRATEGIES | 2021–2024

Designed marketing collateral aligned with partner brand standards to enhance consistency and recognition. Managed five internal websites and one multi-site, implementing global design features to improve UX and functionality. Developed training documentation that boosted team efficiency and skill development.

Marketing & Finance Administrator

BEING WELL YOGA | 2020–2024

Designed and managed the website, social media, and newsletter production to boost brand visibility and engagement. Implemented employee management software to streamline operations and improve efficiency. Supported financial accounting tasks to ensure accuracy and compliance.

Graphic Design Director & Finance Lead

PARTSTREE.COM | 2003–2014

Led the creation of a widely recognized logo, boosting brand visibility in the online parts market. Played a key role in growing a \$20M eCommerce retailer from inception, driving revenue and market presence. Directed design projects to ensure brand consistency and high-quality execution.

Production Coordinator

STECK-VAUGHN (EDUCATIONAL PUBLISHER) | 2001–2002

Produced layout designs for elementary-level textbooks, meeting strict production standards and enhancing content quality. Coordinated editorial revisions and final proofing to ensure accurate, on-spec project delivery.

Education

University of Texas at Austin – B.S. in Interior Design, Honors

Austin Community College – A.A.S. in Graphic Design, Honors

Austin Coding Academy – WordPress Fundamentals & Web Design