

**be fearless in
the pursuit of
what sets your
soul on fire**

sumara fireside

portfolio of work www.designfireside.com
detailed work history and education on [LinkedIn](#)
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find your fire

I am an award-winning multi-disciplinary senior creative with a focus on creating modern and engaging experiential marketing for the full brand experience. I believe in creating work that is intentional and strategic while also aesthetically strong and beautiful. I'm constantly asking "why" and "what if" as I'm a big-picture thinker able to capture the nuance of intricate details. I lead creative with superior communication skills and work with various stakeholders and clients throughout the entire process.

From design associations to museums, studios to agencies, from star-ups to educator, my years of experience has given me the opportunity to see many different sides of the design/marketing and sales process. I take with that the ability to understand what it takes to create a strong team, work with leadership, and mentor designers and team members to create amazing work that delivers.

My work expands multiple mediums that include print, interactive, environmental, packaging and surface design. I lead creative ideation, challenge the status quo, think strategically about visual innovation while defining and maintaining visual standards. I mentor and partner with other creatives and teams to help improve the visual process that includes maintaining visual consistency of a brand across all mediums. I continue to pursue quality and innovation while managing a team, budgets, and client relationships.

As a creative, some of my influences are rich and beautiful textiles, architecture, nature and interior environments. I am passionate about learning the cultural anthropology around us and find inspiration comes from anywhere, anyone and anything. I enjoy collaborating with other creatives to solve design challenges outside traditional thinking. My motto is "always keep your eyes and ears open and keep a curious mind".

I am looking for a new senior creative position. I'd love the opportunity to talk in person about this opportunity.

Thank you.

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Susan Fireside, Design and Direction

Multi-disciplinary senior creative with a focus to create modern and engaging experiential marketing; hones in on the full brand experience. Big-picture thinker able to capture the nuance of intricate details. Lead creative with superior communication skills and global aesthetic, setting the overall strategy, vision and direction of the design capability; accountable for multiple categories of products and disciplines of design; responsible for organizational development, including innovation and design sourcing strategies; ensuring design objectives match to strategic intent.

The work: Identity design, Development of Brand Systems, Art Direction, Concept + Design, Marketing, Experiential Marketing, Naming/Tag-line Development, Annual Reports, Environmental Design, Exhibition Design, Packaging, Advertising, Book Design, Brand Guidelines, Internal Communications and Brand Launch, Custom Type Design, Collateral Systems, Direct Mail, Editorial Design, Advertising Campaigns, Corporate Communications, Data Visualization, Information Design, Packaging Design, Digital Assets, Video, Web Design, New Media, Packaging, Wayfinding and Signage, Social Media Assets, Surface Design

Industries: Health + Wellness, Interiors & Architecture, Arts & Culture, Banking & Finance, Design & Architecture, Education, Civic & Public, Fashion & Beauty, Food & Drink, Healthcare, Retail, Hospitality & Leisure, Professional Services, Technology, Publishing, Real Estate, Manufacturing & Industrials, Not-for-Profit

The Companies I've worked with: Abbott Laboratories, Andersen Global, Anti-Defamation League, AXA Advisors, BP, CDW, Common Threads, DePaul University, Discover Financial Services, Fujitsu, Heartland Health Centers, Hospira, International Interior Design Association (IIDA), Illinois Poison Center, Jewish Community Centers of Chicago, McDonald's Corporation, The Milwaukee Public Museum, The Museum of Science and Industry, PCC Community Wellness Centers, Philips, SWC

Art Director

*International Interior Design Association
(IIDA)
Chicago, IL
Nov 2017 – Present*

Lead creative for international design organization; recruited to establish an elevated brand. Collaborate with a team of marketing professionals to lead creative and work across disciplines that encompasses experiential, print, social and video, while maintaining strategic and creative elevation. Oversee creative ideation, challenging the status quo and innovate strategically while defining and maintaining visual standards. Mentor and partner colleagues, establish workflow to improve processes and maintain visual consistency of the brand across all mediums. Pursue highest quality and innovation concurrent to managing staff, budgets, and client relationships. Create/deliver presentations to client stakeholders and partner with external vendors.

Adjunct Faculty Graphic Design

*Tribeca College
Chicago, IL 2017*

Educated undergraduates on the principles of design, focusing on the history and its applications, along with terminology, methods of problemsolving, aspects of composition, visual hierarchy, content development, scale, contrast and pattern. Mentored students and collaborated with instructors to create coursework, allowing students to understand critical thinking, ideation and how to articulate, defend, and create engaging and strategic communications.

Interim Art Director

*Milwaukee Public Museum
Milwaukee, WI 2016*

Provided design vision, leadership, and operational structure to the design staff and project teams throughout the museum. Elevated the design quality of the branding system, way finding, exhibit design, print materials, and digital (web, kiosk and mobile) projects, collaborating across departments to improve process, and managing the overall workflow of the department.

Design Director

*design fireside
Highland Park, IL
2008-2017*

Established a boutique design studio specializing in branding and identity with work across disciplines and mediums. Collaborated with decision makers to provide a strong working knowledge of principles and techniques in today's changing marketplace, weighing the importance of time and budget to set priorities and create structure. Managed external creative and vendors while working with key stakeholders. Solved practical challenges while creating innovative work. Streamlined large amounts of information to produce designs for established brands and startups based on strategy.

Senior Designer

*StudioNorth
North Chicago, IL
2006 – 2008*

Worked with clients to create strategic marketing initiatives and deliver positive results across all media platforms. Created and inspired a full spectrum of brand, marketing, content, creative, social, and digital strategies for external and internal stakeholders.

Associate Creative Director

*Healthcare Branding Group (HBG)
Chicago, IL
2004-2005*

Developed the visual direction for a healthcare system that included: internal communications and brand launch, corporate identity system, and collateral systems for campaign roll-out in print and digital.

Awards and Recognition

*Board Member of The Society of
Typographic Arts*

HOW Design, Best of Design 2019

*Two-time Participant/FOCUS on the Arts:
A multi-day festival in Highland Park,
celebrating the arts and careers in the
creative industry for high school students.*

Member/Mentor - AIGA

*Speaker/Branding The Yoga Journal
Conference*

Pro Bono work - Taproot Foundation

Education

*Bradley University- B.S. in Communication/
Design*

*Harrington College of Design- M.F.A. in
Design and Visual Communications*