



SUMARA FIRESIDE

Award-winning creative leader and visual storyteller with extensive experience in crafting creative strategies and executing projects across various media types and platforms with a focus on elevating brands to create contemporary and captivating experiences. Spearheads the development and execution of innovative creative strategies. Leads and mentors a creative team with excellent communication skills and a global aesthetic to create work that delivers on time, on budget, and on strategy. Sets the design strategy, vision, and direction, overseeing multiple product categories and design disciplines. Fostering a supportive, collaborative, efficient environment and work culture that enables the team to thrive. Keeps up with industry trends and technologies to maintain implemented best practices and streamlined processes. Partnering with key stakeholders and clients to create exceptional outcomes that increase engagement across all platforms, including experiential, digital, social, and print.

CAPABILITIES

Create, pitch, execute creative	Project management experience working with multiple stakeholders	Manages client relationships	Ability to run a critique
Oversee, manage, mentor and lead creative teams	Leadership experience and business acumen	Assigns work and watches workload to keep projects moving	Strong organizational skills
Develops internal and external visual strategies and design systems	Knowledge of marketing and advertising principles	Ability to write and translate creative briefs	Manages vendor relationships, works with contracting and budgeting needs
Ability to manage multiple projects simultaneously	Ability to present and sell creative to key stakeholders and clients	Art direction for photo and video	Stays current with digital and social media platforms, design and marketing trends
Experience in print, digital and experiential design solutions	B to B, B to C, CPG, startup, marketing agency, design studio, non-profit, in-house, museum experience	Work with vendors for estimates and production	Leads day-to-day design and production stand up
Leads across multiple teams for collaboration	Problem solver based on strategy	Recommends best practices, ways for efficiency, tools	Participates in recruiting and performance management
		Considers additional ways to increase revenue	Mentoring and guiding creatives, accountability for growth

Creative

Communications and brand activation, brand guidelines, collateral systems, identity design, experiential design, branded environments, development of brand systems, environmental design, exhibition design, packaging design, motion design, email campaign design, art direction, marketing, naming, tag-line development, advertising, book design, annual report design, direct mail design, editorial design, advertising campaigns, data visualization, information design, packaging design, video art direction, web design, way-finding and signage design, social media, surface pattern design

Industries

Interiors & Architecture, Arts & Culture, Museums, Banking & Finance, Design & Architecture, Health + Wellness, Education, Civic & Public, Fashion & Beauty, Food & Drink, Healthcare, Retail, Hospitality & Leisure, Professional Services, Technology, Publishing, Real Estate, Manufacturing & Industrials, Non-Profit

Companies

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, Wrigley



EXPERIENCE

Creative Director

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

Lead creative for international design organization. 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 designers and work with colleagues to 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 creative to client stakeholders and partners along with external vendors.

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, wayfinding, exhibit design, print materials, and digital (web, kiosk and mobile) projects, collaborating across departments to improve process, managing the overall workflow of the department.

Design Director

winter and construction design
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.

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.

Adjunct Faculty Graphic Design

Tribeca College
FDN101: Introduction to Graphic Design
GDI206: Graphic Design 1
Chicago, IL 2017

Educated undergraduates on the principles of design, focusing on the history and its applications, along with terminology, methods of problem solving, 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.

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.

EDUCATION

- Bradley University- B.S. Communication/Design
- Harrington College of Design- M.F.A. Design and Visual Communications

AWARDS /RECOGNITION

- HOW Design, Best of Design 2019
- Board Member of The Art Center of Highland Park
- Past board member of The Society of Typographic Arts
- Pro Bono work - Taproot Foundation

MENTORING

- Past participant AIGA Mentor program
- Participant/FOCUS on the Arts: Celebrating the arts and careers in the creative industry for high school students.
- Guest Lecturer DePaul University, Art Media and Design

PORTFOLIO

www.designfireside.com

PERSONAL PROJECT

www.unalomebloom.com

JUST FOR FUN

Pechakucha Chicago