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[ empowering through management / pushing design ability ]

web media

### Senior Art Director, Plural 1999 - 2001

created Plural's initial website upon company changing name and business direction; responsible for hiring design staff and developing process; presented portfolio of previous experience to prove Plural's creative capability to potential clients | created compelling design concepts and mood boards for clients such as Polo Ralph Lauren, Liberty Travel, US Bank, Port and Institutional Investor; developed designs to make best use of proposed technologies for project, with key consideration to user-experience and usability | participated in brainstorming pitches, developing site analysis and forming strategic approach to project's pitch | nurtured strong communication with clients; related strategic and aesthetic reasoning behind design concepts, allowing client to trust art direction and process | efficiently managed by mentoring designers, with a goal to improve designers' abilities as well as project by enhancing designers' conceptual vision of project; communicated designers' intentions to clients and translated clients' goals to designers; ensured efficient work flow between design staff and production team; promoted balance among designers, programmers and client | developed crucial organizational skills to oversee projects in their entirety

Clients included: Polo Ralph Lauren, Institutional Investor ([www.iimagazine.com](http://www.iimagazine.com)), RedChip ([www.redchip.com](http://www.redchip.com)), Targus, Port ([www.port.com](http://www.port.com)), Suite Home Chicago ([www.chicagourbanart.org](http://www.chicagourbanart.org)), Financial Services Volunteer Corps

### Art Director, Agency.com 1997-1999

mastered all facets of web design, applying print experience, typography skills, and acute sense of brand; responsible for visual integrity of work from design team; oversaw creation of designs from concept to production; assessed implementation throughout projects' production and completion, sometimes done in other offices nationally | ensured designs' tone and consistency in projects involving multiple designers; divided work among designers and coordinated production schedules; estimated delivery schedules for design work | designed and art directed It's My Body site for Johnson & Johnson ([www.itsmybody.com](http://www.itsmybody.com)) with ambitious timeframe; casted models and directed photo shoot; storyboarded flash pieces; winner of London International Advertising Awards, 1999 "Best Health/Home/Living" Web site; International Web Page Awards, 1999 Best in Category: Education, 1999 Creative Excellence Award; Applied Arts Annual Contest, 1999 "Informative/Educational" Web site Winner | worked with photographers and illustrators in realizing design concepts; developed designs in close communication with information architects, creative directors, and producers | mentored designers by determining strengths and encouraging discussion of design throughout changing team structures and business process

Clients included Colgate, Johnson & Johnson ([www.itsmybody.com](http://www.itsmybody.com)), Armstrong, Uncle Ben's, and Lazard Frère

[ design foundation / branding experience ]

print media 1991-1997

### Senior Designer, Frankfurt Balkind

designed print collaterals for clients of Frankfurt Balkind, specializing in corporate identities, advertising materials and annual reports; versed in all aspects of print production, working within tight deadlines; clients included Time Warner, Lifetime, IBM, MCI and HMV Music

### Senior Designer, RCA Records/BMG Music

explored creative possibilities designing for entertainment industry clients; collateral included CD cover artwork, posters and promotional materials for BMG music recording artists

### Freelance and Consultancy

designed brochures and various promotional materials for clients such as PlanetOut, Philip Morris, Metropolitan Furniture; freelanced for design firms such as Dentsu, Liquid Edge, Studio Archetype and Ogilvy & Mather

[ studied: Germany: Bauhaus design philosophy / Switzerland: Swiss typography / America: creative freedom ]

education

### Art Center College of Design

BFA with Honors from Art Center College of Design, Pasadena, California; Art Center College of Design, La Tours de Peilz, Switzerland