

CARA JENNISON SUTHERLAND

GRAPHIC DESIGN \ ENVIRONMENTS \ EXPERIENCES \ ILLUSTRATION

Why should you hire me?

I work fast. I work smart. I love solving problems. Every design is a challenge, an opportunity and an experience. I thrive in collaborative, creative environments. I like learning new stuff. I usually buy everyone coffee on my birthday.

CONTACT



914.409.6218



cjennison@gmail.com

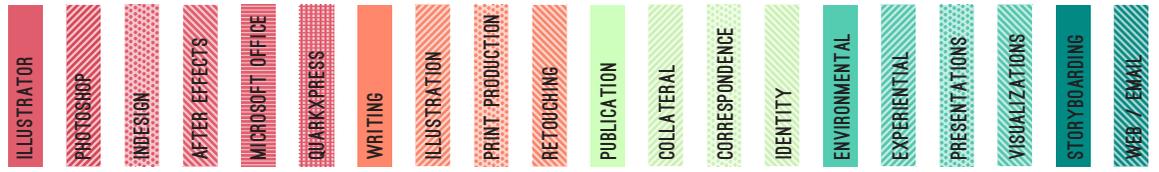


linkedin.com/in/cjennison



runningdoublecreative.com

SOFTWARE / SKILLS



EXPERIENCE / SELECT WORK

March 2010
to January 2014

State Street Corporation Senior Designer
BOSTON, MA

In-house marketing team, financial services industry.

Senior designer in a small in-house studio charged with maintaining consistency and evolving a global financial services industry brand. I developed in-house and external campaigns and created illustration concepts for State Street's global thought leadership publications. I was responsible for maintaining visual and brand consistency in State Street environments and throughout State Street sponsored events worldwide.

Responsibilities included: Execution of the brand in State Street office environments. I contributed to the development of global environmental signage standards. I translated the brand and campaigns to conference and tradeshow spaces. I developed illustrations concepts for thought leadership publications. Branding and identity for company-wide internal campaigns as well as external client-facing events. Designed the identity for State Street's partnership with TED. I communicated with print and fabrication vendors to ensure timely, high-quality work. I collaborated with a production team, editorial writers, event coordinators and event producers.

George P. Johnson, Experience Marketing Graphic Designer/Experiential Designer
BOSTON, MA

Clients: IBM, DePuy Mitek (A Johnson & Johnson Company), Research in Motion, AT&T, Rogers Wireless. Lead designer for DePuy Mitek, RIM/AT&T, RIM/Rogers Wireless.

At George P. Johnson I translated global brands and campaigns into real-world experiences. I created environments and experiences, translating brands into tradeshow booths, conferences, pop-up retail, experiential campaigns and product launches. I developed and presented work to internal teams and clients, providing rationale for graphic and experiential designs. I pitched work and won new clients.

Responsibilities included: Developed environmental design systems including banners, graphics and corresponding collateral pieces for tradeshows and conferences. Developed proposals, marketing documents and brand guidelines for the event and exhibit space. Collaborated with marketing specialists and 3D designers to develop creative and exciting events for brands and campaigns. Maintained consistent identity across a broad spectrum of media: websites, e-blasts, retail signage, booth spaces, video storyboards and print materials.

November 2003
to October 2005

The Journal News Page Designer/Illustrator
WHITE PLAINS, NY

The Journal News serves the large NYC suburban commuter market with a circulation of 250,000. I worked closely with writers, photographers and editors to create compelling work on deadline in a fast-paced collaborative environment.

Responsibilities included: Designed for the daily Life & Style section, the weekly arts/entertainment magazine "The Line," the monthly magazine "Mind & Body," and the quarterly magazine "Home & Design" as well as special editions and supplements. I edited and retouched photos and wrote headlines. Illustration in a variety mediums for the Life & Style section as well as "The Line." Art-directed photo shoots for magazine spreads and photo illustrations.

June 2002
to October 2003

The South Coast Beacon Page Designer/Illustrator
SANTA BARBARA, CA

Responsibilities included: Designed news and features pages. copy edited, wrote headlines, created illustrations and infographics. Developed templates and style guides. Acted as photo editor, hiring photographers, assigning photos, organizing the photo archive and retouching pictures for publication. Art-directed photo shoots.

EDUCATION

June 2002

University of California, Santa Barbara

Graduated with distinction in June 2002 from the University of California, Santa Barbara with a B.A. in history and a minor in art history. Awarded the Genesis Grant to complete an undergraduate thesis on California newspaper coverage of the American Civil War. Design editor of the campus newspaper, "The Daily Nexus."

Massachusetts
Conference for Women
TED@ State Street
Sector Solutions Thought-
Leadership Campaigns
State Street Holiday Greetings
State Street Volunteer Awards
Secret School Identity
Big Sisters Year End Card
Employee Network
Group Posters
Stickney Wedding Invitations
Lisek Wedding Invitations

Caitlin Canty Album Illustration
DePuy Mitek's
Annual Conferences
Sutherland
Wedding Invitations
Verizon Wireless
Winner's Circle
Blackberry Canadian Roadshow
National Retail
Federation IBM Booth

Features Section
The Line, Weekly Tabloid
Quarterly Magazines
Illustration