



# susan olsen design

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» **TDA GROUP - CyberMedia,  
Vice President of Creative Services, 2008**

Provide creative leadership to the design and project management teams and ensured cross functional collaboration

Manage client accounts, including development of creative briefs, statements of work, cost estimating, editing, presentations and business development.

Develop interactive, direct marketing, collateral and publications for Fortune 500 clients including Dell, IBM, SAP, Intel, Nokia, Varian Medical Systems in keeping with strategic positioning, business requirements, time lines, and budgets

» **ORACLE CORPORATION,  
Senior Creative Director, 2003-2007  
Director of Design 2000-2003  
Senior Graphic Designer 1998-2000**

Serve as key executive directing the creative marketing design for all interactive, print, demand generation, web and event activities

Build and mentor a dynamic creative team including Art Directors, Graphic Designers, Web Designers, Interactive Designers, Writers

Evolve and evangelize the brand voice and accuracy of the Oracle image throughout regional and international markets

Develop and implement a new logo architecture, global brand standards, and style guide for all Oracle products, communities, services and partners

Develop strategy and execution of integrated direct marketing initiatives, print and online

Manage web design on Oracle.com, the Oracle Technology Network and the Oracle Partner Network, and MyOracle.com

Develop trade show brand strategy, advertising, out of home advertising, environmental signage and collateral for events in the U.S., Europe and Asia

Coordinate with Legal and M&A, the integration of acquired companies into the Oracle brand, including, product architecture, product naming, web site transition and employee communications

Develop channel marketing programs, advertising templates and best practices

Supervise the design of two award-winning publications, Oracle Magazine, and Profit magazine

Control all financial aspects and budgeting including all freelance designers, photographers, agencies, and all software and hardware

» **GEORGIU,  
Creative Director, 1996-1998**

Successfully manage the direction and design of all marketing, advertising and visual merchandising for this popular 55 store chain of women's fashions

Create marketing plans and media buys for national magazine and outdoor advertising

Develop of the annual promotional calendar of store events, and sale promotions

Design and produced all catalogs and direct marketing materials

» **THE LIMITED INC./LERNER NEW YORK,  
Art Director, 1993-1996**

Supervise a team of designers charged with creating all instore, sales promotions, direct marketing, window displays and corporate designs for this 800 store chain of women's clothing

Create product development materials including labels, hang tags, shopping bags

Art direction and produce all photo shoots, press shows, and fashion/corporate videos

» **K-MART FASHIONS, INC.,  
Graphic Designer/Art Director, 1988-1993**

Design of promotional and advertising projects including point of sale graphics, in store banners, packaging, photo shoots of all men's, women's, children's and domestic fashions

**EDUCATION**

University of the Arts, Philadelphia, PA B.F.A.  
The School of Visual Arts, New York, NY