

Portfolio of work www.designfireside.com
Detailed work history and education on [LinkedIn](#)
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Susan Fireside, Design and Direction

I am a multi-disciplinary design director with a focus on creating modern and engaging work. I'm a big picture thinker who looks at the intricate details. As a senior creative I set the overall strategy, vision and direction of the design capability; is responsible for multiple categories of products and disciplines of design; responsible for organizational development of design including innovation and design sourcing strategies; and ensures that design objectives are matched to strategic intent.

Leadership and Management Providing strong working knowledge of principles and techniques in today's changing marketplace. Ability to manage a creative team and outside vendors as well as working with key stakeholders. Collaborating across all departments and constructive feedback along the way. Leading by example.

Reasoning Solving practical challenges. Remaining open-minded, receptive and open to change. Navigating new information and transitioning change with ease. Streamlining large amounts of information.

Communication Speaking effectively. Connecting. Deep understanding. Clarified outcomes. Being a leader and a listener. Understanding expectations and using my voice for forward movement.

Decision Making Ability to apply common and big picture understanding. Solution driven focus. Flexibility and fluidity. Weighing the importance of time and money. Solving challenges and supporting people. Agility under short turn arounds.

Time Management Setting priorities and creating structure. Manage, coach, lead and being led. Urgency without chaos. Deadlines with more ease. Flexibility with new information. Adaptable to a variety of tasks.

Design Instructor Working with undergraduates to understand the principles of design, communication, and the foundations of graphic design, identity, and brand development. Mentoring students, working with other instructors, creating course work that will allow students to understand critical thinking, ideation and how to articulate, defend, and create communications that are engaging and strategic.

Projects include: Identity design, Development of Brand Systems, Experiential Marketing, Naming and Tagline Development, Annual Reports, Environmental Design, Exhibit Design, Packaging, Advertising, Internal Communications and Brand Launch, Collateral Systems, Direct Mail, Advertising Campaigns, Packaging for Consumer Goods, Corporate Communication, Data Visualization, Information Design, Web Design, New Media, Wayfinding, Surface Design

Companies I have worked with include: Anti-Defamation League, AXA Advisors, Abbott, Andersen Consulting, BP, Common Threads, CDW, Discover, DePaul University, Fujitsu, Heartland Health Centers, Hospira, IIDA: International Interior Design Association, Illinois Poison Center, Komatsu, Milwaukee Public Museum, Philips, McDonalds Corporation, SWC Technology Partners, The Museum of Science and Industry, Jewish Community Centers of Chicago, Taproot Foundation, PCC Community Wellness

Awards: Recently recognized by HOW/Print Design to be featured in Best of Design, 2019

B.S. degree is from Bradley University

MFA in Communication Design from Harrington College of Design

Graphic Design Adjunct Instructor Tribeca College

Member of the AIGA

Member of The Society of Typographic Arts

Mentoring new talent with the AIGA

Committee Member Art Center of Highland Park

Ongoing pro-bono work with Taproot Foundation

2017 Participant Focus on the Arts

Speaker/Branding The Yoga Journal Conference