

## 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. I work in multiple mediums that include print, interactive, environmental, packaging and surface design. As a creative, some of my influences are rich and beautiful textiles, architecture, nature and interior environments. I am passionate about learning the cultural anthropology around us and find inspiration comes from anywhere, anyone and anything. I enjoy collaborating with other creatives to solve design challenges outside traditional thinking. My motto is "always keep your eyes and ears open and keep a curious mind".

I synthesize methods and technologies. I am able to lead through collaboration and consolidate essential research, strategy and tactics. Design thinking is at the core of who I am and how I approach the creative process. These qualities flourish when working with organizations doing work that matters.

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**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.

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**Projects include:** Identity design, Development of Brand Systems, 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, 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

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Portfolio of work [www.designfireside.com](http://www.designfireside.com)  
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B.S. degree is from Bradley University  
MFA in Communication Design from Harrington College of Design  
Graphic Design Summer Camp Instructor Tribeca College

Member of the AIGA  
Member of The Society of Typographic Arts  
Mentoring new talent with the AIGA  
Board Member Parks Foundation of Highland Park

Ongoing pro-bono work with Taproot Foundation  
2017 Participant Focus on the Arts  
Speaker/Branding The Yoga Journal Conference