



Susan C. Dallas, Designer
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CLIENTS

Alexander Julian; Bonnie Marcus;
Charles Sadek/Vera Bradley;
D&G Industries; Fieldcrest;
Gant Men's Wear; Geographics;
Hewlett Packard; London Fog;
Maser Sportswear; Microsoft;
Royal Consumer Products;
Quality of Life Labs Inc.;
Save the Children Museum;
Stepping Stones Museum
for Children; Susan Newbold,
Printmaker; Sustainable Packaging
Mass Market: JC Penny;
Office Depot; Sears; Staples;
Target; Wal-Mart.
John's Island FL Community Service
League - Non-profit.

LICENSEES

Beatrix Potter; Collier Campbell;
Comerford & Hennessey; Disney;
Droll Designs; Echo Design Group
Lillian August; Nicole Miller;
Waverly

EDUCATION

-Fashion Institute of Technology,
New York, N.Y.
Textile Design and Associated Arts
Associate Degree with Honors.
-School of Visual Arts,
New York, N.Y.
Advertising and Design
-Hobart and William Smith Colleges,
Geneva, N.Y.
Bachelor of Fine Arts with
Architectural Design minor.

AWARDS

American Graphic Design
Award 2007,
Microsoft Photo Paper Packaging

AFFILIATIONS

Fashion Institute of Technology
Alumni;
Graphic Design 360;
Grassroots Tennis;
National Association of
Photoshop Professionals;
John's Island Community
Service League Board

SUMMARY

Versatile, energetic, design professional seeking freelance work in Graphic, Web and Surface Design. Eager to execute ideas from initial concept to final production for branding, advertising, packaging, website design, corporate identity and paper/party/tableware. Artwork, digital design, typography, and all facets of color prepress. Monitor production and printing schedules with multiple vendors and clients simultaneously. Collaborate and multitask with product managers and vendors to achieve tight deadlines.

TECHNICAL SKILLS

Software: Fluent in Mac CS Adobe Photoshop, Illustrator, InDesign, Acrobat
Microsoft Word, Excel, PowerPoint, Front-end Web Design.
Printing: Inkjet, Laser, Web, 6-8 color Heidelberg, Komori

EXPERIENCE

Dallas Design, LLC 2001 to Present
Darien, CT

Owner/Freelance Designer Consultant
Graphic and Print Design, Production, Web Design, Textile Design.
Product design, advertising, packaging, labels, brochures and catalogs. Web
design, banners and exhibits. Mechanicals, dies, templates, comps and
presentations. Paper party goods, stationery collections, tableware and
home furnishings. Forecasting of trendy and classic design platforms.
Prepress, production and printing in the US and China.

John's Island Community Service League 2017 to Present
John's Island Club, Vero Beach, FL

Art Director
Design and production for print and website of logos, annual event
invitations, and signage.

Geographics/Royal Consumer Products 2005 to July 2010
Norwalk, CT

Freelance Design Consultant
Designed trendy letterhead collections for everyday, event, wedding and
holiday stationery. Digital production, planograms, sell sheets and sales
presentations. Created packaging for private label inkjet photo papers for
Microsoft, Royal Brites, and Costco.

C. R. Gibson Company/Thomas Nelson Gifts 1986 to 2001
Norwalk, CT

Senior Art Director
Managed multiple projects annually for high-end social expressions paper
party goods manufacturer. Photo albums, desk accessories, paper tableware,
memory books, calendars, bags, gift wrap and stationery. Researched color
and pattern trends for upcoming design collections. Initiated new licensing
contracts, existing licensees, designers and vendors. Projects included
everyday product, wedding, holiday, baby and children's products. Hands on
engineering, layout, comps, prepress, and production from concept to final
product. All phases of Pantone, 4-color process, color separation, color
correcting, and press checks. Staged layouts for photo shoots and catalog
design. Prepress and printing with vendors in the US, Mexico and China.