

# MOYA SUDDABY

Golden, Colorado 80401

303.725.0208 C

moya@dotmoya.com

## CREATIVE SAMPLES

DotMoya.com

## TECHNICAL SKILLS

- Macintosh
- Adobe CC Suite:
  - Illustrator
  - Photoshop
  - InDesign
  - Acrobat
  - Dreamweaver
- Microsoft Office Suite
- HTML

## EDUCATION

BA, Fine Art, First Class with Honors  
University of Central Lancashire  
Preston, United Kingdom

UAL Foundation Diploma in Art & Design  
Plymouth College of Art  
Plymouth, United Kingdom

Graphics & Multimedia Technology  
Red Rocks Community College  
Lakewood, Colorado

# GRAPHIC DESIGN PROFESSIONAL

Detail-oriented Senior Graphic Designer & Creative Director focused on delivering visual solutions to marketing objectives, deftly balancing creative with the bottom line. Extensive national branding experience gained over 25 years in the restaurant, financial, education and advertising industries. Successful team player comfortable in many roles, from creative team leader to C-suite presenter. Effectively manages projects from creative conception through design and delivery of print, web, packaging and multimedia.

## CREATIVE EXPERTISE

- Art Direction
- Photo Shoot Direction
- B2B & B2C Creative
- Graphic Design
- Social Media Design
- Creative Team Management
- Original Illustration
- Website & Email Design
- Project & Print Production Management
- Copywriting
- POP & POS Design
- Brand ID & Logo Design
- Product Packaging

## CAREER HISTORY

### CREATIVE DIRECTOR, GOLDEN CO

MOYA SUDDABY DESIGN | 1999-PRESENT

Independent graphic designer for clients and agencies including American Blue Ribbon Holdings, Craftworks Restaurants & Breweries, Rubio's, Pixel & Pivot, Hain-Celestial Seasonings, Natural Grocers, American Water Works Association, Einstein Noah Restaurant Group, Corporate Express, Jackson National Insurance, Integer Group, Knowledge Learning Corporation and Fresh Lime Marketing.

- Art direct and produce advanced photography color matching, manipulation and editing
- Create original illustrations and logo designs for business and special event promotions
- Develop business identity logos and brand usage guides
- Select and manage print vendors and copywriters
- Produce a wide range of advertising materials including digital ads, outdoor advertising and promotional email

### SENIOR GRAPHIC DESIGNER, LAKEWOOD CO

EINSTEIN NOAH RESTAURANT GROUP INC | 2005-2016

Graphic design and illustration for all company brands including Einstein Bros. Bagels, Noah's Bagels, Manhattan Bagel, Caribou Coffee & Einstein Bros. Bagel Co-Brand Stores and ENRGI Support Center.

- Managed and redesigned branding including POP, packaging, labels, signage, optimized wall and paper menus, e-club messages and social media presence
- Designed menus, POS displays, trade show displays, B2B sales materials, brochures and uniforms
- Illustrated and designed all retail and catering packaging along with branded promotional materials, employee uniforms, magazine and web advertising for three national brands
- Developed retail branded packaging for Target, Albertson's, Costco, Foodland, Sam's Club and Cub Foods
- Designed print and web social media, animated banner ads, customer incentive offers, and weekly emails for four brands from concept to live mailing
- Art-directed photo shoots working with chefs, stylists, marketing and photographers. Oversaw press checks and art-directed and reviewed branding standards with multiple advertising agencies
- Developed new product names, branded headlines and copy for new POP and POS advertising and promotional materials
- Handled all text updates and product images for four websites
- Developed a new corporate look and feel for ENRGI, including logo and franchise development presentation materials and national advertising for Einstein Bros. and Manhattan Bagel

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## EINSTEIN NOAH RESTAURANT GROUP INC | CONTINUED

- Initiated a job log system to organize and maintain all current creative requests as well as design archives from in-house and external agencies
- Managed multiple freelance designers, which included performance review, training and developmental goals and Manhattan Bagel
- Initiated, developed and managed a new job log system responsible for organizing and maintaining all current creative requests as well as design and creative archives from in-house and multiple external advertising agencies
- Managed multiple contract designers, which included review performance, training and developmental goals

## SENIOR GRAPHIC DESIGNER & ILLUSTRATOR

KNOWLEDGE LEARNING CORPORATION—GOLDEN, CO | 2000–2005

Lead graphic and web designer for the nation's largest early childhood education company. Supervised staff and freelance designers. Conceptualized, designed, and produced marketing materials and corporate communications including identity brochures, direct mail, advertisements, trade shows, collateral, marketing kits, electronic forms, and flyers for multiple lines of business.

- Redesigned Children's World & KLC School Partnerships Websites, from audience research to functional architecture. Produced all graphics in house, saving the company \$300,000
- Increased website visits by 200% in first six months of re-launch due to more user-friendly design and content
- Improved routine and seasonal web updates by using Dreamweaver library items, reducing turnaround by 50%
- Designed and produced animated web banners, email newsletters, and direct mail advertising to prospective clients about new programs
- Managed six corporate websites
- Developed editable PDFs for marketing kits, reducing turnaround time by 20%, saving \$80,000 in production and shipping costs, improving final quality, and eliminating the need to customize or copy materials
- Oversaw corporate branding compliance with external agencies
- Decreased turnaround time for new signage designs by 50%

## GRAPHIC DESIGNER

MEYER DIRECT ADVERTISING—DENVER, CO | 1999–2000

Designed, produced, and illustrated high-quality direct mail pieces for agency clients including Wells Fargo, Champion Business Systems, United Artist Theaters, Wedding Network, Peak Rentals, Spectrum Naturals.

## GRAPHIC DESIGNER

NPPN, LAKEWOOD, CO | 1998–1999

National Pet Protection Network, a Pet ID tag company. Designed, produced, and illustrated high-quality direct mail pieces for agency clients including Wells Fargo, Champion Business Systems, United Artist Theaters, Wedding Network, Peak Rentals, Spectrum Naturals.

## PUBLICATIONS DESIGNER & EDUCATION CURATOR

DMMDT—DENVER, CO 1993–1996

Denver Museum of Miniatures, Dolls and Toys. Researched, wrote, illustrated and produced all interpretive and promotional materials for direct mail, publicity, exhibits, and educational programs. Acquired, designed and installed all museum exhibits.

- Increased museum visits by 50% by developing a variety of age-specific workshops
- Developed grant-funded art workshops in local schools
- Wrote and designed museum self-guided tours; trained docents and tour guides; and developed seminars for public education, which increased attendance by 200%