

# Elisa Suetake

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**Summary** I am a multidisciplinary designer with nearly two decades of experience, specializing in combining the technical with aesthetics to produce the highest quality interactive experiences in the world. I have an established background in production and creative development, designing comprehensive campaigns for web and print, while leveraging current software and tools. I use my extensive knowledge of organizational practices and standards within the creative industry to create full-spectrum, integrated campaigns. I am technical, a troubleshooter, thrive in fast-paced, multifaceted, hyper-charged environments. I am passionate about the big picture to the faintest pixel.

**Experience** **LEVEL Studios** **2010 – present**

## **Manager, Interactive Graphic Production, Apple Onsite Team**

Leading member of the Interactive Graphic Production team as a vendor for Apple, Inc.'s Marcom division, perfecting interactive graphics, usability and overall quality of Apple's Marcom Interactive Department's products. Developed and disseminated graphic standards and workflows in sync with apple.com's technological growth, notably having updated apple.com for retina devices, templated working files for multiple-device, mobile-optimized layouts and galleries, and systematized batch procedures for in-page animation. Embedded with Dev team to research, test, and determine new production technologies on collaborative projects. Designed, tested, documented, and trained methods, procedures, and protocols for high quality images, and workflow to team, parallel teams, internal groups, and outside vendors. Significantly streamlined operations by fostering understanding of each group's strong suits. Pushed tools to limits and developed workarounds to limitations. Products include: Apple.com, Apple Store Mobile App, Apple Retail Store iPad point-of-sale interactive displays, store.apple.com, and direct emails.

**Freelance Designer** **1996 – present**

Marketing, design, creative strategy, and implementation for web, print, video, software projects. Projects have included corporate identity, collateral, marketing plans, branding strategies, content, social-networking integration, software interface design, devising UX test plans, screen printing, clothing design, video production and post-production, photography and retouching. Clients have included: Sharemint, Lux: The Series, Hygge Interiors, Facile Logistics, AEFA, ERAC, and Rucking Insurance Services.

**Terry Hines and Associates** **2004 – 2009**

## **Graphic Designer**

Designed domestic and international print and digital campaigns for the entertainment industry for newspaper, magazine, billboards, vehicle wraps, digital signage, internet promotions and banner ads, point of purchase displays and event promotions. Clients include: Warner Bros., Summit Entertainment, Universal Pictures, New Line Cinema, and Focus Features.

Experience Continued	<b>Prolific Publishing, Inc.</b>	<b>2000 – 2003</b>
	<b>Art Director</b>	
	Managed and directed several teams of artists and level builders on a minimum of six concurrent projects at a time for PC, handheld and console video games, software, utilities, casino gaming, and aerospace. Directed overall artistic vision while managing schedules and budget with an emphasis on maximum efficiency through tight collaboration with the engineering and design teams to ease the development pipeline in order to deliver early and maintain a healthy work:life balance for my teams. Successfully integrated new tools and asset management systems to alleviate load, aid scalability, and boost productivity. Platforms include: PC, Mac, DVD, Nintendo Gameboy, Nintendo Gameboy Color, Nintendo Gamecube, Sony PS1, and Microsoft Xbox. Clients include: Microsoft, TDK, THQ, Boeing, Bally, Konami, Shufflemaster, and SereneScreen.	
	<b>Incredible Gettable Gifts</b>	<b>Sept 1997 – Oct 2000</b>
	<b>Art Director</b>	
	Designed, laid out, and produced the Incredible Gettable Gifts source guides, created exclusively for the entertainment industry.	
	<b>Platt College, Los Angeles</b>	<b>Dec 1998 – June 2000</b>
	<b>Instructor</b>	
	Instructed courses in Advanced Graphic Design, Multimedia and introductory IT courses.	
	<b>Creative Handbook</b>	<b>Jan 1997 – Nov 1997</b>
	<b>Graphic Designer</b>	
	Designed, laid out, and produced the Creative Handbook source guides, created exclusively for the entertainment industry.	
<b>Software &amp; Technology</b>	Adobe: Photoshop, Illustrator, InDesign, After Effects, Premiere, and Fireworks HTML5, CSS, jQuery, Wordpress, Spry, SVN, Versions, TextMate, iWork Suite, MS Office Suite, Newtek Lightwave, 3D Studio Max, Maya, NXN Alienbrain	
Education	<b>UCLA</b>	<b>1991 – 1996</b>
	Sociology	
	<b>Platt College Los Angeles</b>	<b>1998 – 1999</b>
	Graphic Design and Multimedia	
	References available upon request	