

# ELISA SUETAKE

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## SUMMARY

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Talented Senior Marketing leader with 20 years of progressive experience in the software, video game, interactive, motion graphics, and print industries. Excels in strategic planning, team development, and creating scalable, efficient, and innovative systems and processes that drive the bottom line. Focused on collaboratively bridging the gap between technology and design. Proven success in identifying challenges, developing solutions, selling ideas, and managing projects. Recognized for building, leading, managing, and training high-performance, delivery-oriented teams.

## WORK EXPERIENCE

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### Apple, Inc., Cupertino, CA

#### Senior Production Lead, Marcom Interactive

Aug 2014 – Present

Built and led the Motion Graphic Production and Standards and Tools teams as the leading member of the Apple Marcom Interactive Graphic Production team, which provides compositing and optimization of static and motion, US and localized content deliverables for apple.com, Apple Online Store, Apple Store App, Apple emails, Apple Newsroom, Apple Channel Partner materials, Apple Retail Pricing App, and the Apple Watch demo.

Innovated and created internal and cross-discipline processes, workflows, tools, and systems utilizing a combination of Agile and Waterfall methodologies, focusing on maximizing efficiency, brand quality, and optimal delivery in close collaboration with all Interactive teams. Provided mutually beneficial design and development production solutions. Strategically guided internal development of a primarily Adobe CC based modular tools system employing automated, future-proofed, scalable methods to output large-volume, industry-leading, quality static and motion deliverables. Anticipated future growth and needs of the Interactive technology landscape and proactively researched and developed the production pipeline for quick, resilient deployment.

Defined roles and responsibilities, set tactical procedures, and developed long-term production roadmap. Supported team member growth through training, documentation, mentoring, and empowerment. Expanded team's responsibilities through actively engaging new groups and project opportunities. Managed multiple projects at a time from planning through execution including utilizing temporary staff augmentation and successfully negotiating challenges.

Collected and presented metrics and data related to production scope, capacity, effectiveness, and deliverables. Designed and delivered training and informational presentations.

### LEVEL Studios, San Jose, CA

#### Manager, Interactive Graphic Production

Aug 2012 – Aug 2014

Manager of the Interactive Graphic Production team as an onsite vendor for Apple's Marcom department, perfecting interactive graphics, usability and overall quality of the company's products. Developed and disseminated graphic standards and workflows in sync with technological growth, notably having updated the primary web and retail sites for retina devices, templated working files for mobile-optimized layouts and galleries, and systematized batch procedures for in-page animation. Embedded with development team to research, test, and determine new production technologies on collaborative projects. Designed, tested, documented, and trained methods, procedures, and protocols for namespaces, high quality images, and workflow to team, parallel teams, internal groups, and outside vendors. Strategically planned workflow, process, and technological solutions. Significantly streamlined operations by fostering understanding of each group's strong suits. Pushed tools to limits and developed solutions to limitations.

**Cypress HCM, San Francisco, CA**  
**Production Artist**

**Dec 2010 – Aug 2012**

Contract artist through Cypress HCM to LEVEL Studios as a member of the Interactive Production Design team for Apple's Marcom department, providing production design, compositing and output high-quality digital image content deliverables for web, mobile app, email, and light html and css.

**FutureKnight Productions, San Francisco, CA**  
**Visual Designer**

**Jan 2007 – Sept 2011**

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. Partial client list: Sharemint, Lux: The Series, Hygge Interiors, Facile Logistics, AEFA, ERAC, and Rucking Insurance Services.

**Terry Hines & Associates, Burbank, CA**  
**Graphic Designer**

**Dec 2004 – Jan 2009**

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. Partial client list: Warner Bros., Summit Entertainment, Universal Pictures, New Line Cinema, and Focus Features.

**Prolific Publishing, Burbank, CA**  
**Software/Video Game Art Director**

**Apr 1999 - Oct 2003**

Managed and directed several teams of artists and level designers on multiple concurrent projects at a time for PC, handheld and console video games, software, utilities, casino gaming, and aerospace. Directed overall artistic vision, project managed with an emphasis on maximum efficiency through tight collaboration with the engineering and design teams to ease the development pipeline. Successfully researched and integrated new tools including the Alienbrain asset management system 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. Partial client list: TDK, THQ, Boeing, Bally, Konami, Shufflemaster, Microsoft, SereneScreen, InfoGames.

**Incredible Gettable Gifts, Burbank, CA-**  
**Art Director**

**Sept 1997 - Oct 2000**

Designed, laid out, and produced the Incredible Gettable Gifts source guides, created exclusively for the entertainment industry.

**Platt College, Eagle Rock, CA**  
**Instructor**

**Dec 1998 - Jun 1999**

Developed curriculum and instructed courses in Graphic Design, Multimedia and introductory IT.

**Creative Handbook, Studio City, CA**  
**Graphic Designer**

**Jan 1997 - Nov 1997**

Designed, laid out, and produced the Creative Handbook source guides, created exclusively for the entertainment industry.

**References available upon request**