



SUZY GARCIA  
creative director

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*Hello!*

I recently learned about the opening for the Creative Director role with American Queen Voyages, and I instantly became interested in this career opportunity. I have worked in the hospitality and tourism industry, and of all my experiences, the cruise industry is the one I am most passionate about.

So now, a little bit about my background ... I have been passionately involved in the graphic arts for almost twenty years. Most of them as the Creative Director or Lead Graphic Designer for the creative team. Working hand in hand with brand managers and marketing departments has allowed me to create new ideas for new brands/products and revamp existing ones.

During this time, I have developed my expertise in the cruise and luxury industry, having clients and working for companies such as Crystal Cruises and Silversea and doing freelance work for the Ritz-Carlton Yacht Collection. This experience has given me the expertise to create a luxury design consistent with a high-end adventurous and engaged audience.

Having a business mindset, I get excited by facing challenges, finding the best solution to achieve our goals, and working with a collaborative team ready to make things happen. I would be a great long-term addition to the team.

Please see below the link to my portfolio and my contact information. I look forward to meeting you and learning more about the company and what I can offer.

Thank you,

Suzy Garcia  
786.308.9492

[Portfolio](#)

suzy4mail@gmail.com



**SUZY GARCIA**  
graphic design



786.308.9492

suzy4mail@gmail.com

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DELRAY BEACH, FL 33484

Creativity comes from being passionate about what you love ... and great design comes from experience. With over twenty years of expertise in graphic design, art direction, and social/digital marketing, my knowledge in these areas will be put to great work as part of your creative team. Enjoying being a key person within it, plus the ability to listen beyond words to what the client needs, makes me a great addition to your company.

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MY DIGITAL PORTFOLIO

## WORK EXPERIENCE

### **Head of Creative | May 2021 - Present**

#### **Now Optics, Delray Beach Florida**

- Differentiate and Create New Brand Guidelines for Now Optics' three leading brands, Stanton Optical, My Eyelab, and Physicians Eyecare Group.
- Develop the Creative Team making the team stronger and more efficient by empowering them to think out of the box and bring new and inspiring ideas.
- Streamlined the creative process by implementing a project management platform to manage all projects, improving our team performance.
- Lead and implemented a new digital management system centralizing cross-departmental assets for a more efficient work process.
- Directed all brand photoshoots for marketing campaigns and our e-commerce platform, including lifestyle and product 360° view.
- Lead and reviewed the work of the creative teams for all web, print, social and digital marketing collateral.
- Head brand campaigns, including submitting ideas for projects and overseeing the development of all creative content
- Working with executives and other creative leaders to set project deadlines and content goals
- Spearhead and managed content strategy for both small and large projects, harnessing brand design, copy, art, and digital technology
- Collaborate with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities
- Develop internal marketing campaigns that translate objectives across business units into clear and motivating creative strategies
- Analyze brand tracking, market trends, consumer needs, and the competitor landscape
- Meet budget requirements by forecasting and managing expenses

### **Freelance Senior Graphic Designer | March 2019 - March 2020**

#### **Silversea, Miami, Florida**

- Provide graphic design assessment for and ultra-luxury small-ship expedition cruise line making sure the high-end standards are kept throughout all print and collateral work.
- Collaborate with key decision makers on the marketing team to improve the production work flow of the creative department.
- Visual Design of direct mail, print collateral and special pieces.

### **Senior Art Director | Nov 2017 – March 2019**

#### **Redline Media Group, Dania Beach, Florida**

- Provide award-winning Creative Direction to a team of 20 graphics designers. In charge of Hard Rock Cafe's re-branding.
- Extensive collaboration with key decision makers on diverse creative and marketing initiatives.
- Concept creation for the hotel branch of Hard Rock International which included out of the box RFP's designs and corporate presentations all within very tight deadlines.

## SKILLS

### BILINGUAL:

ENGLISH & SPANISH

### TEAM LEADERSHIP

FAST LEARNER

RESPONSIBLE

TAKE ACTION

## SOFTWARE

### ADOBE CC SUITE

INDESIGN

ILLUSTRATOR

PHOTOSHOP

XD

AFTER EFFECTS

### CEROS

ZMAGS CREATOR

WIX

KEYNOTE / POWER POINT

PROJECT MANAGEMENT

WRIKE

WORKAMAJIG

ASANA

DIGITAL MANAGEMENT

BYNDER

ADOBE DAM

- Direct and create the look and feel of lifestyle and merch lifestyle imagery; assuring the voice and the brand standards were always met.
- Manage and direct content and design for interactive and print magazines, digital newsletters and collateral, digital animation for social media in addition to all print creative.
- Manage all brand related and publishing assets and work flow using CC's libraries, meta-data and Adobe DAM system.
- Approve all final layouts before printing, establishing a direct relationship with all media vendors.
- Create and design POS material for the hotel and casino market in Florida. This includes: award-winning high end invites, Ads, brochures, posters, guitar wraps, gift cards, eblast, web banners, menus, Duratran and print specialties.
- Implement the use of templates and best practices for creating multi-page print pieces such as style sheets, snippets, creative cloud libraries styles and swatch libraries.

### **Lead Senior Graphic Designer | April 2015 – Nov 2017**

#### **Crystal Cruises**

- Assist in creative direction and leading the graphic designers team. Create the new visual style and revamping the brand for Crystal Cruises.
- Design the visual campaigns and publications for the company — including magazines, brochures, on-board materials, and custom print jobs.
- Coordinate concept, planning and conclusion of all graphic design projects
- Manage all brand related and publishing assets using CC's libraries, meta-data and Adobe DAM system.

### **On-Site Graphic Designer / Traffic Coordinator | 2013-2015**

#### **Brandmuscle, Miramar, Florida**

- Create and design POS material for the beverage market in Florida. This includes: banners, inserts, surboards, table tents, menus, signs, and brochures.
- Customer service for the Sales Department: design and concept suggestions, enter orders, request quotes and ensure that the prints and orders are met.
- Coordinator: Serve as a liaison between Managers, Sales Representatives, the Design Team. Print Center and Third Parties Suppliers. Post and release for production all orders.
- Trouble Shooting / Problem Solving
- Create new opportunities for sales and new products on the market.

### **Director, Creative & Pre-Press Department | 1993-2011**

#### **Impress Quality Printing, Bayamón, Puerto Rico**

- Design commercial publications including magazines, brochures, annual reports, books, press kits, flyers, posters, and custom print jobs.
- Coordinate concept, planning and conclusion of all graphic design projects.
- Artwork pre-flight and color corrections.
- Develop and supervise pre-press production of digital imposition, color and imposition proofs.
- Coordinate with Production Manager incoming jobs before print production.
- Provide high-quality service, including technical support, to existing and potential clients and the sales department

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MY DIGITAL PORTFOLIO

## EDUCATION

### **Sacred Heart University - 1996**

M.A. Sacred Heart University,  
San Juan, Puerto Rico

Arts Communication in Public Relations  
(Thesis Pending)

### **Syracuse University - 1993**

B.A.S. Syracuse University, Syracuse,  
New York 1993

**Study Abroad, Syracuse University,**  
Florence, Italy 1992-1993

Languages, History and Culture of Italy