

# SUSAN GREENSHIELDS

FINISHED ARTIST + GRAPHIC DESIGNER

With over two decades of experience in Retail, Corporate and Branding design, I have developed an excellent skill set that includes creative problem solving and strong design skills with an astute eye for detail. Throughout my career, I have successfully worked on a variety of campaigns and consistently met solid deadlines, demonstrating my ability to excel in a busy environment. I am passionate about innovative communications combined with self motivation, and I continually strive to contribute positively to my team and organization.



## CONTACT

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0439 033 378

## COMPUTER SKILLS

### Mac OS Sequoia (Proficient)

- Adobe Creative Cloud 2025
- InDesign
- Photoshop
- Illustrator
- Acrobat
- After Effects

### Window Microsoft (Competent)

- Word
- Powerpoint
- Excel
- Outlook

## WORK MEDIUMS

- Point of Sale
- Out of Home
- Large Format
- Animation
- Social
- Digital Display

## REFERENCES

Yvonne Manchee  
Senior Studio Manager, Specsavers  
0437 952 381

Goran Majstorovic  
Head of Brand Creative, Specsavers  
0419 181 345

## EMPLOYMENT HISTORY

### Specsavers (AUS) Mid Finished Artist / Nov 2018 ~ Feb 2025

Liaised with internal and external stakeholders from briefing, concepting and roll-out of design elements for ongoing campaigns while ensuring global brand guidelines were adhered. Content creation of digital elements and animations for online, outdoor and other communication platforms. Collaborated with multiple teams for a total retail makeover of over 450+ stores. First point of contact in the studio for the local area Marketing managers and executives for artwork creation. Maintained and organised a shared database of logos, photographs, graphic and marketing materials.

### Freelance Designer (AUS) Dec 2016 ~ Nov 2018

Confidently designed and produced artwork for various clients which included: Crown Resorts, 2XU, Sutton Tools, Swinburne University and LaTrobe University.

### GTB (AUS) Graphic Artist / Nov 2015 ~ Nov 2016

Created and designed a variety of corporate branded material for the dedicated client, Ford Australia. Marketing materials included posters, dealer brochures, flyers, business cards, stickers, certificates and forms.

### Badjar Ogilvy (AUS) Mid Finished Artist / April 2007 ~ Aug 2014

Crafted print ready files, based on supplied design and creative concepts for various types and categories of print. Worked as part of an in house studio team producing artwork for agency clients ensuring design aesthetics, artwork quality control, file-management processes and corporate guidelines were consistently met.

### Freelance Designer (UK/AUS) March 2004 ~ March 2007

Contracted short to medium terms for design and production both in London and Melbourne for numerous clients which included: Natio, Kmart, The Good Guys, Sothebys, Greater London Authority City Hall, John Lewis, Kew Gardens.

### Laura Ashley Limited (UK) Mid Graphic Designer / April 2001 ~ March 2004

Maintained corporate brand requirements while designing artwork for direct mail packages, brochures, and POS pieces across the UK and Europe.

### Edisea Publishers (UK) Graphic Designer / May 2000 ~ Jan 2001

Responsible for entire layout and design of the two European bi-monthly magazines, Mer & Bateaux and Meer & Yachten. Collaborated directly with editors, photographers and production co-ordinators to produce premium consumer magazines.

### Whitecap Books (CAN) Graphic Designer / Nov 1998 ~ March 2000

In charge of layout and production of a large amount of materials from conceptual stage through to print ready files. Assets included adult and children's books and jacket covers, magazine and newspaper ads and media releases.

