

SUELEN HICKMAN

BRAND DESIGNER

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PROFILE

I'm a multidisciplinary graphic designer and creative thinker based in Chicago. I've worked with local and international clients in a variety of industries. I'm highly motivated and passionate about technology, design systems, data visualization, and brand storytelling. I have gained experience in developing digital design experience and visual identities for over 13 years.

PERSONAL SKILLS

I am able to multi-task with strong communication skills, creative thinking, and very detail-oriented. I also have the ability to work independently or as a team.

EDUCATION

Bachelor of Marketing & Advertising

Centro Universitário
Anhanguera de São Paulo - Brazil
January 2009 - December 2012

AREAS OF EXPERTISE

- Design Systems
- Art Direction
- Branding Identity
- UI/UX Design
- Information Architecture
- Digital Marketing
- Brand Storytelling
- Conceptual Thinking
- User-centered design
- Advertising
- Marketing Behavioral

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER / April 2022 - Present

Workiva

In my current role, I work closely with the Brand and Solutions teams to design a wide range of print and digital assets that elevate our visual brand across every touchpoint. I've introduced new tools and file systems to streamline creative workflows to move faster, and ensure a cohesive brand experience for our customers. Collaborating with leadership and cross-functional teams, I've helped evolve our design system to scale globally while maintaining consistent and engaging brand narratives. I also partner with external agencies to ensure our brand guidelines and creative intent are reflected across all marketing materials. My focus is always on building thoughtful, scalable solutions that elevate the brand's identity.

FREELANCER WEB/GRAPHIC DESIGNER / August 2014 - Present

Abroad Branding & Design Solutions

As a graphic designer, I work with local and international clients from a wide variety of industries. In order to understand the company's business and goals, I collaborate directly with stakeholders, CEOs, marketing, and developers. In addition, I manage a variety of print and digital projects such as brand style guides, logos, web banners, websites, landing pages, sale sheets, brochures, stationery, photo retouching, and optimizing graphics for the web.

CREATIVE MARKETING ASSOCIATE / March, 2017 – July 2020

Tripur International, Inc - Wholesale Visual Displays & Giftware

Successfully collaborated with marketing, sales, and product teams to provide creative design solutions and ensure brand consistency across all marketing mediums. I redesigned the entire company's brand identity including logos, packaging, business cards, brochures, sales sheets, labels, and other promotional marketing materials. Additionally, I developed interactive content and graphic design work for both social media and email marketing platforms. I managed every aspect of the catalog design including concept development, color scheme, and typography. I assisted in the photoshoot editing and preparing images for print and digital. I also worked with the print production process, preparing files for print and building final files for output.

TECHNICAL SKILLS

Photoshop



Illustrator



InDesign



Figma



HTML/CSS



Adobe Firefly



Microsoft Office



Wistia



Wordpress



LANGUAGES

- English
- Portuguese
- Spanish

WORK EXPERIENCE

WEB DESIGNER & BRAND STRATEGIST / April 2013 - July 2014

Innovia Training & Consulting - Educational Corporation

During my time as a web designer and brand strategist, I interacted with back-end developers and marketers to redesign their entire website. I instructed interns and junior teams to create banners, landing pages, newsletters, and websites. In addition, I developed marketing campaigns to identify and qualify leads for customer outreach. As a result of creating and publishing posts, interacting with users, and monitoring results, I established the company's digital presence and improved the customer experience.

ASSOCIATE ART DIRECTOR / April 2012 - March 2013

Zoly - Marketing & Advertising Agency

My experience working in an agency environment has included photo editing, animated banners, landing pages, coupons, e-blasts, and social media advertisements. I worked with a variety of clients to help them create an engaging experience for their customers.

UX DESIGNER / June 2010 - March 2012

Vannon Consulting - Digital Agency

As a UX designer, I created visual concepts for websites, e-commerce, and landing pages, including design systems, interactive components, and prototypes for a variety of startups, academic institutions, pharmacies, and more. In collaboration with development and project management teams, I made the customer experience more usable and enjoyable. I also managed and maintained the company's website updated through Content Management System (CMS).