

SUSIE KUHLMAN

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WORK EXPERIENCE

Kuhlman Creative LLC | Owner

ORLANDO, FLORIDA | 2019 - PRESENT

- Create custom creative solutions for local, national and international clients. This is accomplished thru a partnership with brands to create everything from print design to animated email graphics to social media strategic graphic support.

Darden Restaurants | Graphic Designer - SPECIALTY RESTAURANT GROUP (SRG)

ORLANDO, FLORIDA | 2013 - 2019

- Produced custom, polished design solutions for SRG special marketing promotions to be utilized through in-store print materials, out of home signage and online & social marketing campaigns.
- Created innovative menu concepts, manage menu versioning for different markets and tighten vendor relationships.
- Art directed food and lifestyle photo shoots to evolve brand photography style.

Forty26 Creative | Owner/Creative Director

ORLANDO, FLORIDA | 2008 - 2013

- Oversaw and managed the entire creative process for a variety of clients, concept development to final production.
- Developed brand identities and creative campaigns for local, national and international clients while instructing their implementation through all medias including: *print, web, outdoor and TV.*
- Managed off-site freelancers, web developers and vendors in the development of client websites and print collateral.
- Won and retained a loyal client base through outstanding interpersonal relationships and quality creative.

Try-Foods International | Art Director

APOPKA, FLORIDA | 2004 - 2008

- Developed successful concepts and creative design solutions for a varied retail client base including: *magazines, books, brochures, point-of-sale material, calendars, logos, activity books, recipe cards, and web layout.*
- Designed and managed large and small-scale projects from initial concept through approval to final production.
- Worked closely with copy editors, proofreaders, freelancers, production schedulers, and printers to ensure quality of production, schedule execution and budget management.

Weiser Litho | Senior Graphic Designer

WESTLAKE VILLAGE, CALIFORNIA | 2000 - 2004

- Created comprehensive, innovative designs for printed materials including: *annual reports, catalogs, press kits, logos, stationary, brochures, direct mail pieces, booklets, invitations, flyers, data sheets, newsletters, trade show graphics and promotional products.*
- Assisted in the conceptualization and creation of advertising/marketing campaigns including: trade ads, direct mail and holiday promotions.
- Designed, constructed and animated web based projects.

University of Central Florida | Graphic Designer - COURSE DEVELOPMENT AND WEB SERVICES

ORLANDO, FLORIDA | 1999 - 2000

- Developed templates and graphics utilized in online classes.
- Responsible for updating and UCF web page and Course Development web site.
- Assist in the development of educational CDRoms and presentations.

SKILLS

Adobe Creative Cloud

Microsoft Office

Photography art direction
& retouching

Illustration

EDUCATION

University of Central Florida | Bachelor of Arts | Graphic Design

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