

Edwin Susanto

Creative Director

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PROFESSIONAL HIGHLIGHTS

Creative director and brand designer with over 15 years of experience designing corporate brands and digital experiences. Solid success driving a company brand refresh, guiding and directing a team of designers, and cross-functionally partnering with marketing and product team to develop brand design systems and marketing campaigns. Built a big data startup brand and visual identity from the ground up, and increased brand awareness which resulted in over 12 accolades and inclusion in Fast Company's Top 10 Most Innovative Big Data Companies in 2013. Excellent collaborator with the ability to manage and translate complex ideas into compelling design solutions. Possess years of agency experience and have worked with well-known, diverse B2B/B2C clients such as Marketo, Riverbed, Dataguisé, Netgear, Samsung, L3 Technologies, Elo TouchSystems, Silver Spring Networks.

AREA OF EXPERTISE

Brand Identity
Brand Strategy
Web Design & Development
Graphic/Visual Design

Creative Direction
Team Leadership
Project Management
Communication Design

WORK EXPERIENCE

Director of Design
WANdisco
San Ramon, CA
2018 to 2020

- Led an in-house design team through a major overhaul of the company website and brand, working in close partnership with product and marketing teams to support their go-to-market plans
- Completed website rebrand in 2 months, significantly increasing website visits by 60% and improving conversion rates by 40%
- Oversaw and guided the creative team in the execution of the company's brand vision, and production of brand guidelines, print collateral, demo videos, and brand assets
- Revamped social media visuals, landing pages, emails, and display ads for new marketing campaigns and events which resulted in 200% engagement
- Reduced production time 50% by delivering template-based design systems for an integrated approach to communications across a variety of mediums
- Managed a remote design team in the prioritization and assignment of all design requirements in an agile environment

Senior Visual Designer

Datameer
San Francisco, CA
2011 to 2018

- Built the Datameer brand from the ground up which resulted in 12 industry accolades and inclusion in Fast Company's Top 10 Most Innovative Big Data Companies in 2013
- Established brand awareness and success and ensured brand consistency and aesthetics across marketing communications
- Developed brand guidelines for key elements, such as typography and type treatment, iconography, color schemes, consistent image styles, and graphic design principles
- Managed all aspects of the design process, including ideation, brainstorming, design development, and implementation.
- Used Agile workflow (weekly sprint, daily standup) to cut process waste by 45%

Lead Graphic Designer

Arami Design
San Carlos, CA
2000 to 2011

- Crafted brand identities, designed corporate websites and marketing assets for over 25 startups and growth-stage companies
- Worked collaboratively with 5 junior designers, participated in design critiques to deliver top-notch, innovative, and compelling creative solutions across different types of media
- Conceived designs and brainstormed concepts used in print, editorial content, digital media, and environmental graphics; created innovative brands, events, website designs and company presentations
- Oversaw and managed creative teams across the project lifecycle together; inspired the development of original concepts, and provided art direction

ADDITIONAL EXPERIENCE

Designer/Owner

Susanto Design
2007 to Present

- Consulted over 10 small business owners to incubate their new brands and grow their business
- Conducted all client meetings, interviews, and strategy sessions to understand the customer's goal and vision
- Managed and executed various projects throughout the entire lifecycle from conception, requirements gathering, planning, and design all the through to successful delivery

PROFICIENCY

- Adobe Creative Suite (Ps, Ai, Id, Dw)
- iWork Suite (Keynote, Pages, Number)
- MS Office Suite (Word, PPT, Excel)
- Google Suite
- Trello/Jira/Asana
- WordPress
- HTML/CSS

EDUCATION

Academy of Art University
San Francisco, CA

Bachelor of Fine Arts (BFA)
Major in Graphic Design
1996-2000