

# EDWIN SUSANTO

SENIOR ART DIRECTOR & DESIGNER

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Seasoned art director and designer with 20 years of experience creating brand experiences, crafting innovative campaigns across marketing communications. Strategic and conceptual thinker, detail-oriented, and an excellent collaborator with the ability to articulate ideas clearly, lead and direct multidisciplinary teams in elevating design through data-driven approach and best-in-class execution, perform under tight deadlines, and translate complex ideas into compelling and creative solutions.

## WORK EXPERIENCE

### Director of Design

WANdisco, San Ramon, CA | 2018 – 2020

- Produced high-quality design deliverables for digital marketing campaign including social graphics, landing pages, emails, display ads, and motion graphics for new product launch which resulted in 200% engagement
- Managed internal design team of four designers in the execution of the design process and development of brand guidelines, collateral templates, and digital assets while maintaining brand consistency
- Led an in-house design team through a major overhaul of the company website and visual brand, working in collaboration with product and marketing team to support their go-to-market plans
- Successfully delivered website rebrand and significantly increased website visits by 60% and improved conversion rates by 40% while meeting strict turnaround schedule
- Efficiently reduced production time 50% by delivering repeatable template-based design systems for an integrated approach to communications across a variety of mediums

### Senior Visual Designer, Brand Manager

Datameer, San Francisco, CA | 2011 – 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
- Crafted compelling marketing campaign both in digital and print to establish brand awareness and success, and ensure brand consistency and aesthetics across product and marketing
- Developed brand guidelines for key elements, such as logo usage, visual identity systems, typography, color palette, imagery and overall tone and voice
- 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%

### Art Director, Design Lead

Arami Design Agency, San Carlos, CA | 2000 – 2011

- Designed brand identities, websites, and marketing collaterals for technology startup companies, increasing brand awareness by 20%
- Worked collaboratively with a creative director and team of 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

## SKILLS

### Design

Art direction  
Brand identity  
Brand storytelling  
Web design  
Marketing campaign  
Advertising design  
Mobile application design  
Photography  
Typography  
Team leadership & mentorship  
Project management

### Technical

Adobe Creative Suite  
Keynotes, Numbers, Pages  
Word, Excel, PowerPoint  
Google Suite  
HTML/CSS  
WordPress CMS

## EDUCATION

### Academy of Art University

San Francisco, CA  
Graduated in 2000  
Bachelor of Fine Arts (BFA)  
Concentration in Graphic Design