

Susan Greenspoon

Portfolio: www.susangreenspoon.art

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With over 20 years of experience in graphic design, I am passionate, loyal, and resourceful bringing a unique blend of technical skill and creativity to my print and digital projects. I am committed to pushing the boundaries with innovative design solutions that captivate, inspire, and resonate with audiences. My visual arts background enhances my design philosophy, deeply rooted in the belief that every project should not only meet its objectives but also be a work of art that connects with people.

Work History

Congregation Shaar Hashomayim Montreal, Quebec

Lead Graphic Designer 2008 - 2023

- Supervised the organization, publication, and maintenance of digital content, including text, images, videos, and other multimedia elements.
- Produced and evolved the bulletin publication process, from nine 30-36 page printed to annual interactive versions.
- Conceptualized and executed various print and digital creative assets and collateral, such as banners, flyers, brochures, bulletins, and print ads, strictly adhering to brand guidelines.
- Orchestrated weekly email marketing and communications, maintained website elements including photo retouching.

Junior Graphic Designer/Assistant 2004 - 2008

- Designed print materials such as brochures, flyers, and signs for the Program Department.
- Managed filing system, entered data, and completed clerical tasks for the Events Coordinator.

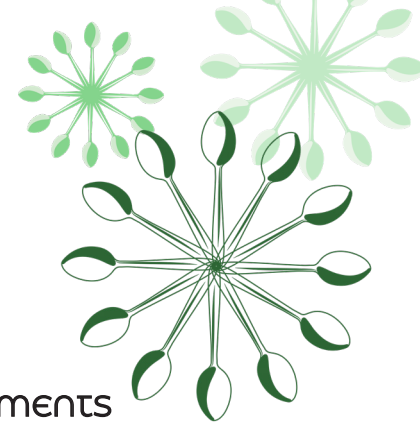
Freelance Graphic Designer Montreal Quebec 2002 - present

- Designed and managed creative print and digital projects to client specifications and industry standards.

Education

Concordia University, Montreal, Quebec
BFA, Studio Arts
Certificate, Visual Communication & Design

Dawson College, Montreal, Quebec
DEC, Creative Arts
Computer Science Technology



Achievements

- Initiated and led the transition to digital design during the pandemic.
- Streamlined design processes for increased efficiency and faster project turnaround times.
- Implemented new design software, increasing team productivity and expanding available design capabilities.

Strengths, Skills, & Technical Proficiency

- English and Functional French (spoken and written)
- Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign)
- Mac iWork Suite (Pages, Numbers, Keynote)
- Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)
- Google Suite (Docs, Sheets, Slides)
- Email Management (Constant Contact, Mailchimp)
- Canva
- Figma
- Print and Digital Media
- Project Management
- Team Leadership
- Typography
- WordPress