



SUSANAB

Susana Bruhn
Creator | Consultant
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CAPTION

Results-driven user centered consultant. Leveraging 10+ years of cross-disciplinary skills and creative solutions.

CLIENTS

General Electric, Cerner, Touchnet, HOA Eye Care, Hallmark, IBM, VML, American Century, Sprint, Bernstein Rein Advertising, Net 2 Business, Corporate Events, Style & Send, Kansas City Cares, Kauffman Foundation

EDUCATION

Master of Science *University Administration* Iowa State University
Thesis in Total Quality Management
Bachelor of Fine Arts *Design* Iowa State University

Technical Skills

XHTML/HTML, CSS, Dreamweaver, BEA CMS, Vignette's, WordPress
PhotoShop, ImageReady, FLASH, Fireworks, Illustrator,
PowerPoint, Word, Excel, Outlook | Mac OS and Windows.
Experience with Java Script, ActionScript, Video, ASP, CGI, JSP, and Perl.
Usability: Wireframes, Prototypes, Storyboarding, Information Architecture,
User Profiles, Stakeholder Interviews, Heuristic Evaluations, Card Sorts,
Observed User Testing

EXPERIENCE

Timeline

- » **Designer & Chief** FluidUI 2009-present
- » **Freelance Designer** SusanaB.net 2000-present
Onsite: Hallmark, IBM, VML, ODT, Ticket Solutions, TouchNet
- » **Creative Coordinator & UI Designer** EMBARQ 2006-2008
- » **Creative Administrator & Web Designer** General Electric 1998-2000
- » **Program Director** Kansas City Art Institute 1996-1998

Innovations

- » Recipient of Kansas City design, artistic and smart phone app awards
- » Developed user profiles, stakeholder interviews, site architecture (IA)
- » Conducted card sorts, heuristic evaluations and observe user testing
- » Bonuses received for completing projects outside of their scope
- » Took a lead in redesigning an intranet for a fortune 500 company

- » Constructed complex event-driven user interface designs (UID)
- » Analyzed new industries to create ideal user experiences (UX)
- » Gear web designs and content for search engine optimization (SEO)
- » Produced value-added revenue-generating sales materials
- » Designed consumer and B2B solutions that fit their industries' markets
- » Developed logos, collateral, and winning proposals
- » Introduced user centered practices that generated customer loyalty
- » Conceptualized designs for longevity & usability in trend driven industries
- » Collaborated on web-base training tools and e-commerce ventures

Management

- » Recruited & directed consultants for clients' complex interactive ventures
- » Directed college departments, including supervising staffs of 10+
- » Concurrently executed daily operations of two college offices
- » Collaborated with cross-continent teams on project deliverables
- » Successfully negotiated a 30% savings on a budget line item
- » Increased participation of a national event by 20%, totaling 1000+
- » Revamped and improved evaluation and interviewing processes
- » Initiated a student directed disciplinary program
- » Implemented custom templates for maximum profitability
- » Processed legality postings for a human resources intranet site
- » Handled daily deadline driven corporate news postings

Presentations

- » Coordinated and facilitated orientations, training, and retreats
- » Presented interactive programs to groups of 6-300 participants
- » Conducted planning team meetings for a national career day
- » Developed PowerPoint presentations shared with GE's 22 businesses
- » Point person for delivering graphics in national webcasts
- » Curator and promoter of an Extreme Home Makeover Art Show
- » Soft and technical skills trainer

ENDEAVORS

- » Fastrac New Ventures, Kauffman Foundation
- » Founder of Kansas City Jelly & KC UX
- » Kansas City Freelance Exchange board member
- » Kansas City Ad Club committee member
- » Exhibited pieces in fine art shows
- » Coauthored magazine and newspaper articles
- » Kemper Art Museum tour guide
- » Work Exchange Program - London, England