

Susan Margaret Poulakis

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## RESUME

- 10/14-PRESENT **Poulakis Design**, Principal, various projects for print and web, small and large clients.
- 10/14—4/15 **PrideOne Technologies** Content management, print and web-related work for TIAA CREF special project.
- 9/05—present **Principal, Poulakis Design**  
Consulting, web, print work and writing for corporations, non-profit organizations, artists.  
**Recent:** TIAA CREF Showcase, ReneeInfantino.com website  
**Consulting:** book “Sacrifice Remembered”, Advantage Books, UK. Supervisor: Jack Cooper
- 6/12-present **Art Institute of Pittsburg, Online Division**  
Courses: Contemporary Design Issues, Typography, History & Analysis of Design, Portfolio Preparation, Communication Design. Taught remotely.
- 6/12-8/14 **Adjunct Faculty, Graphic Design, Westchester Community College**  
Courses: Typography, Publication Design.
- 9/05—9/12 **Assistant Professor of Graphic Design & Program Chair  
Dutchess Community College, NY**  
Effectively transitioned existing analog courses to a digital complement of courses. As chair, supervised approximately 18 Visual Arts adjuncts.  
**Courses taught:**  
•Designing with Digital Imagery using Adobe **Photoshop** in various image and design projects.  
•Typography: history and introduction to typography using Adobe **InDesign**.  
•Design/Illustration: line, form, color, pattern in print applications and dimensional projects using Adobe **Illustrator**.  
•Graphic Design II combines type & images, moving further into page layout, some interactivity introduced, and print production.
- 9/03—3/05 **Senior Art Director** Pearson Education Development Group, New York, NY.  
Designed spreads, creating prototypes for new directions in textbooks. Created page layouts from digital images, sketched layouts for illustrated spreads, selected photography, selected and directed illustrators, reviewed proofs.
- 10/01—6/03 **Assistant Director Design Services**, Pace University, New York, NY.  
Directed and produced over 800 print pieces annually, from major projects to smaller print and ad pieces. Met with internal clients, art directed projects, supervised internal staff, freelance illustrators and consultants. Directed photo shoots, initiated press approval, proofing and quality control methods. Researched and recommended software, hardware and photo archive methods.
- 8/00—12/00 **Adjunct Faculty**, Fashion Institute of Technology  
Communication Design Program. Digital Design using Photoshop
- 8/00—10/01 **Independent Art Director**, Art direction/design for The NYTimes, bLittle&co. (advertising, packaging), CCM Advertising, Subway, Cartoon Network, Pizza Hut, Program Exchange.
- 10/98—8/00 **Art Director**, Publicis Dialog/Gramercy Group, New York, NY.  
Art direction and design for major projects, from concept stage to completion. Clients included ABC Radio, Popular Mechanics, Michelin, Eli Lilly, Barnes&Noble.
- 10/97—10/98 **Art Director**, United Media, New York, NY  
Special contract year-long project. Art directed and coordinated Dilbert Zonimations site and 47 3D VRML (Virtual Reality Markup Language) Dilbert comic strips.
- 10/95—10/97 **Senior Designer**, AT&T Downtown Digital, ATT headquarters, NY  
Graphic and interface design & art direction for corporate web sites. Clients included Swatch Watches, National Bank, various corporate clients.
- 2/88—9/95 **Principal**, Poulakis Design, New York, NY, midtown design studio. Designed print pieces, supervised production for corporate and non-profit clients. Secured independent contracts for such clients as NYLife, Xerox, IBM, Guardian Life Insurance, United Way, United Jewish Appeal. Purchased equipment, supervised freelance staff.
- 9/84—1/88 **Senior Designer**, Graphic Media, NYC  
Print and digital presentations for major corporate clients, and art directed digital staff. Visited clients, estimated costs, supervised artists. Worked under tight deadlines.
- 7/82—9/84 **Graphics/Exhibition Designer**, Rochester Museum & Science Center  
Created permanent and temporary exhibits for world class science museum. Designed exhibition “Radio in Rochester”, recreating 1930s radio studio, floor plans, signage.

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**EDUCATION/RECENT**    2013- present    **NobleDesktop**, SoHo, NY ([nobledesktop.com](http://nobledesktop.com))  
**Web Design & Digital Publishing dual Certificates**  
**Courses:** (credit given as instructor for InDesign, Photoshop, Illustrator): Digital Publishing Suite, Web Development Level 1: Build Sites With Html & Css, Ebooks With Indesign & Dreamweaver, Web Development Level 2, Javascript & Jquery, Html Email, Fireworks, Mobile & Responsive Web Design

**FORMAL EDUCATION**    August, 1982    **Rochester Institute of Technology**, Rochester, NY  
MFA Communication Design (Graphic Design),  
Awarded Assistantship, taught as adjunct: **Corporate Identity** to senior students

Undergraduate    **Cornell University, Ithaca, NY**  
BFA Fine Arts, Major in Sculpture  
Regents Scholarship & Cornell Matching Grant

High School    **High School of Art & Design**, NYC  
Major in Advertising/Illustration,  
Awarded school scholarship to college

**EDUCATION (Addl.)**    1984-1997    **School of Visual Arts**  
Total of 23 credits (transcripts on request)

- Advanced Graphic Design, 6 credits
- Intermediate Graphic Design, 6 credits
- Art and Architecture in Greece, 3 credits
- Professional Illustration on the Macintosh, 2 credits
- Typography, 2 credits

**Pratt Manhattan**

- Strata Studio Pro
- Quark XPress

**New York University seminars**

- New Design for New Media
- Multimedia Design & Marketing
- Nuts and Bolts of CD Rom Cross-Platform Development

**WORKSHOPS**

April, 2015    **NobleDesktop**, Photoshop Animated Gifs

April, 2015    **Justinmind Workshop**, SoHo, NY Prototype a Mobile App

March, 2015    **NobleDesktop**, SoHo, NY What is UX? (free seminar)  
2010 **Women's Studio Workshop**, Rosendale, NY  
R&F Handmade Paints, Kingston, NY, Papermaking & Encaustic

2009    **Women's Studio Workshop**, Rosendale, NY  
Letterpress Workshop taught by Mills College Book Arts professor.  
Exhibited letterpress project.

2004    **ArtStudy in Monet's Gardens** Giverny, France (3 week session)  
Holga camera photography (later digitized)

1992    **Assisi Art Workshop**, Assisi, Italy (four week session)  
Independent digital photo art and painting