

# SUSAN MACCARGAR

Understanding the value of design

## WORK EXPERIENCE

**/ SOLE SOURCE DESIGN /** Charlotte, N.C.  
CREATIVE/COMMUNICATIONS DIRECTOR 7/07 - present  
// Freelance design consulting services. Provide leadership in business development, marketing and design for a diverse client list including EdAlliance, Investing With Insight, CPR, Concentric Marketing, Vidata, Mid-Gulf, Ross Klein Capital Management and Red Bow.

**/ ROLLOVERS SYSTEMS /** Charlotte, N.C.  
VP COMMUNICATIONS/CREATIVE DIRECTOR 7/03 - 7/07  
// Developed, produced and executed company's consumer and business positioning and communication strategy. Designed brand look and feel, wrote content, and targeted specific media and trade events. Orchestrated trade event presence-scheduling, collateral, ads, booth design and special promotions. Created and executed consumer-targeted database marketing campaigns. Made start-up company well known in retirement industry.

**/ ECMS ADVERTISING /** Huntersville, N.C.  
DESIGN DIRECTOR 8/01 - 7/03  
// Concept development and production of print, web and multimedia design. Position involved leading efforts in client service, project management, art direction and design to achieve consistency in brand, web, and interactive projects. Goals were to increase brand awareness, client sales and industry leadership.

**/ ETTAIN /** Charlotte, N.C.  
SENIOR GRAPHIC DESIGNER 9/00 - 8/01  
// Creative consulting, brand identity conception, marketing collateral and website design. Position involved working with business development, project management, information architects and developers throughout creative process to achieve a successful product and experience for a diverse list of clients.

**/ LENDING TREE /** Charlotte, N.C.  
GRAPHIC DESIGNER 12/99 - 9/00  
// Revolutionized the print collateral efforts for internet company's look and brand identity. Involved collaboration with the creative director and marketing department to develop consistency between print and web design. Expertise involved working with multiple departments and external vendors to efficiently execute print work while managing and maintaining all brand guidelines.

**/ ERNST & YOUNG /** Charlotte, N.C.  
SENIOR GRAPHIC DESIGNER 9/97 - 12/99  
// Designed high-level corporate marketing materials/presentations and advertising for a variety of national and local clients. Position involved consulting with clients and design team and providing art direction to execute projects from start to finish.

**/ COMPASS GROUP /** Charlotte, N.C.  
PROPOSAL COORDINATOR 12/95 - 9/97  
// Designed custom proposal packages for a national sales force. Position involved working under tight deadlines, researching clients and implementing current event information along with continuous development of the department's processes and goals.

**/ POWERHOUSE COLOR /** Charlotte, N.C.  
CUSTOMER SERVICE/SALES 7/94 - 10/95  
// Project estimating, billing and client relationship management. Sales position involved outside business development with heavy concentration on prospect research and client relations within the Charlotte market.

Samples of work available at [solesourcedesign.com](http://solesourcedesign.com)

## CONTACT

p: 704.502.9248  
808 Montford Drive  
Charlotte, NC 28209  
[solesourcedesign.com](http://solesourcedesign.com)

## EXPERTISE

InDesign (CS3), Photoshop, Illustrator, Acrobat, QuarkXPress, Microsoft Office  
Additional Experience: Director, Dreamweaver, Constant Contact, Salesforce, CMS, Web 2.0

## ACTIVITIES

2006-Present  
American Writers & Artists Inc.

2000-2001  
AIGA (American Institute of Graphic Arts)

1995-1996/1998-2000  
CSCA (Charlotte Society of Communicating Arts)

1994-1996  
Mint Museum Member/Young Affiliates

1995-1996  
Charlotte Club of Printing House Craftsmen

## EDUCATION

1990-1994  
University of North Carolina at Charlotte  
Bachelor of Fine Arts Degree (Cum Laude)  
Concentration in Graphic Design  
HONORS:  
Phi Kappa Phi National Honor Society

1995  
Graphic Arts Sales Foundation (43 hours of completion involving industry practices)

1998-1999  
Dreamweaver Introduction  
Interactive Fun

Flash Introduction  
CPCC (Central Piedmont Community College)

2001  
Director  
Interactive Fun