



SUZI KRAMER

Graphic Designer

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Technical SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Typography & Color Theory
- Print Design & Production (including in-house printing)
- Branding & Identity Systems
- Website Redesign and Visual Consistency
- Marketing Collateral Design
- Presentation Design (client-facing materials)
- File Preparation for Print
- Knowledge of Printing Specifications and Materials

Core STRENGTHS

- **Project Management:** Balancing multiple clients and deadlines
- **Client Collaboration:** Turning needs into visual outcomes
- **Creative Problem Solving:** Designing across print and digital
- **Adaptability:** Transitioned from interiors to graphic design
- **Attention to Detail:** Ensuring brand and production consistency
- **Time Management:** Balancing freelance, contract, and full-time roles

PROFESSIONAL SUMMARY

I'm a multidisciplinary graphic designer with more than 25 years of experience creating brands, publications, campaigns, and experiences that connect with people. My background in Interior Architecture shaped the way I approach design, teaching me that balance, proportion, texture, and thoughtful details are universal principles that extend far beyond a single discipline.

Today, I bring that perspective to every project, partnering with schools, nonprofits, businesses, and organizations to tell meaningful stories through intentional design. Whether building a brand from the ground up, crafting an editorial publication, or creating a cohesive marketing campaign, I believe the best work is collaborative, purposeful, and rooted in solving real problems.

WORK EXPERIENCE

2010-2026

LEAD GRAPHIC DESIGNER

The Ambrose School, Meridian, Idaho

As Lead Graphic Designer at The Ambrose School, a classical Christian K-12 institution with three campuses, I helped bring clarity and beauty to our communications. I designed and produced materials for events, marketing, development, admissions, and fundraising, managing each project from concept through final print. I also managed brand consistency across all campuses and The Classical Teaching Institute, ensuring a unified visual identity that reflected the mission and community.

- ✓ Developed a comprehensive brand identity for the school, including a 40-page Brand & Style Guide
- ✓ Designed and produced a wide range of admissions, marketing, and development materials (everything from mailings and catalogs to the pieces that helped tell their story to new families)
- ✓ Created and print dposters, programs, and invitations for key school events such as Graduation, our annual Auction, and the Christmas Program
- ✓ Personally managed in-house printing of books, flyers, posters, and postcards, with thoughtful attention to paper choices, print quality, and production details
- ✓ Refreshed and refined the school's formal logos to strengthen consistency and give them a polished, modern feel
- ✓ Helped to lead a full website redesign to ensure our online presence reflected Ambrose and supported a cohesive brand

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2001-PRESENT

FREELANCE DESIGNER/OWNER

Susan Kramer Design, Star, Idaho

After relocating from the Boston area, I founded Susan Kramer Design as a way to help clients reimagine their spaces through residential design, space planning, color theory, and remodeling. When my children began school, I started creating design materials for their campus—work that sparked an unexpected and growing love for graphic design. Over time, that passion became the heart of my business. Today, I partner with schools, churches, Realtors®, and small businesses to create branding, marketing, and event materials, while still offering occasional consulting in color and spatial design.

- ✓ Design branding, marketing, and event materials for clients across education, real estate, and nonprofit sectors
- ✓ Develop cohesive visual identities and print collateral, including brochures, invitations, signage, and digital assets
- ✓ Manage multiple projects from concept to completion, ensuring brand consistency and timely delivery

2000-2001

INTERIOR DESIGNER

Gorman Richardson Architects, Hopkinton, Massachusetts

I joined Gorman Richardson Architects as part of their newly formed interiors department and helped build the firm's first in-house interior design team. Working alongside the senior interior designer, I gained experience on a wide range of commercial projects within a 98-person architectural firm.

- ✓ Collaborated on projects with architects, engineers, and design teams
- ✓ Drafted floorplans, elevations, and construction documents using AutoCAD
- ✓ Selected finishes, materials, and furnishings to align with design goals

Project FREQUENCY

Catalogs/Booklets

Direct Mailers

Flyers or Posters

Digital Advertisements

Logos

Postcards or Invitations

Event Programs

Vinyl Banners & Signage

Business Assets

Brochures

Brand Development

Website Design

Higher EDUCATION

Bachelor of Fine Arts
Interior Architecture

University of Idaho
Moscow, Idaho
May 2000

Professional ACHIEVEMENTS

2023 Indie Book Awards
1st Place Best Cover
(Christian non-fiction)