

EXPERIENCE  
 4/98-Present

**For Balance, LLC** San Francisco Bay Area

*Principal*

Founded consulting business that helps companies strategically balance their on and offline interactions with customers to create VALUABLE customer experiences. Susi works with companies holding deep vertical expertise, yet requiring interdisciplinary leadership to bridge horizontally. Susi provides cross-functional leadership, helping to focus and simplify complex customer experience challenges. Results include improved audience interaction effectiveness, value and ROI across channels. Representative clients and services:

- Disney
- E-Style
- Bain & Company
- Ford
- MSquared:  
- Cisco Systems
- Kao & Co
- US Army
- Cooking.com
- Ketchum:
- Nike
- Firestone
- Visa

Facilitation Services: Work with teams to visualize audience research, assess gaps, prioritize diverse stakeholder needs and requirements and clarify future direction. Graphic facilitated custom work sessions for **Bacardi, Brown Forman, Brand New Brands, Butler, Shine & Stern – Mini Cooper Team, San Francisco Opera, Mindjet** and **Schwab**. Results included clear team alignment, accelerated team performance and stakeholder buy-in, increased innovation and viral communication, initiative funding and focused strategic marketing.

Strategy and Design: Developed experience strategies that connect people, products and communications to build momentum and sustainable business results. Developed strategies and designed communication and product prototypes for **The Walt Disney Company, BabyStyle, John Kao and the US Army, California Academy of Sciences, Wily Technologies** and **Mindjet**. Results included increased sales, employee retention, customer loyalty and category leadership. Created business development solutions for **BlueRoads, MSquared, Wily Technologies** and **Visa**.

3/96-4/98

**Disney Online** Los Angeles

*Creative Director, Disney.com*

Responsible for creative direction of all Walt Disney Company web sites - 23 business units including non-Disney branded sites: **Movies.com** (Touchstone and Hollywood Pictures), **TVPlex.com** and **HollywoodRec.com**. Major accomplishments included:

Industry leadership: Disney.com was consistently rated the most popular content site on the Web and was the winner of over 40 awards.

Disney navigation: Developed original vision and interface standards for consistent, easy to use navigation between 18 Disney business Web sites. Sold prototype to business units and directed implementation on over 4000 existing pages in 3 months.

Daily features: Directed style guide, editorial process and templates, which changed five Disney.com animated features daily. These promotional features increased business unit (i.e. Disneyland) traffic by over 50%.

Creative teams: Built creative department staff from 5 to 21, including art and editorial. Directed agency style production teams - 50 people who were focused on innovative Web sites that achieved a return on investment.

Disney e-commerce: Directed customer experience for all Disney.com commerce. Included The Disney Store Online; AOL store, theme park ticket sales, movie box office, Poohgrams and personalized products. Generated over \$1 million in gross revenue, first 6 months online.

60% traffic increase: Hits, page requests and users steadily increased to over 10 million hits, 2 million-page requests and 300,000+ unique users year one.

Maintenance efficiencies: Worked with Technology Director to integrate industry standard software that enhanced production efficiency and customer satisfaction (content management, asset management, customer and partner relationship management). These tools were then leveraged across 24 business units with customized interfaces where necessary.

- 11/94-3/96 **Ketchum Interactive, San Francisco** *Vice President, Principal*  
Pioneered creative strategies and developed business plan for this new division of Ketchum Communications. Award winning new media campaigns combined online advertising, kiosk promotions, Internet sites, CD-ROM and disk based direct mail. Major clients included; Bank of America, Pacific Bell, Acuson and Mondavi Winery. Division was profitable within first year and eventually purchased by Agency.com, which continues to be an industry leader.
- 5/92-11/94 **Ketchum Advertising, San Francisco** *Manager of Creative Technology*  
Created interactive solutions that built upon existing brand strategies. Developed innovative tools that met customer needs for clients such as Hunt Wesson, Monterey Bay Aquarium and the National Potato Board. Recommended technologies for Ketchum and clients. Recruited, creative directed and managed external production companies & teams.
- 10/91-5/92 **Genographics, San Francisco** *Art Director & Production Manager*  
Directed computer graphic artists and managed production for this international presentation company. Developed interactive capabilities, which became a new revenue source.
- 3/88-10/91 **Towers Perrin, San Francisco** *Communications Specialist*  
Developed and managed a computer graphic services team who produced client collateral and presentations for the communications department of this international business consulting firm. Major clients included Apple, Qantas, Union Bank, State of California and Oracle.
- 5/87-6/93 **Wells Design, San Francisco** *Designer and Consultant*  
Started this part time business specializing in creative communication solutions using new technologies. Services included marketing animations and HyperCard tutorials and demos.
- 11/86-10/87 **Hal Riney & Parnters, San Francisco** *Creative Assistant*  
Assisted creative directors, art directors and copywriters. Pitched new technologies to help with business development.
- Summer 84 **BBB Architects, New York City** *Draftsman*  
Ellis Island/Statue of Liberty project. Part of a team who reconstructed the drawings for all existing Ellis Island buildings (original drawings were ruined in a fire). Exposed to sophisticated computer genealogy lab that influenced my move away from architecture toward useful computer tools).

**EDUCATION** **University of Colorado, Boulder**, Bachelor of Environmental Design, Architecture Major, May 86  
**Disney Senior Management University**  
**Interaction Associates**, Facilitative Leadership & Team Effectiveness  
**Grove Consultants International**, Graphic Facilitation

**ASSOCIATIONS** American Institute of Graphic Arts (AIGA - experience design community member)  
Academy of Interactive Arts and Sciences (Charter Member)  
IFVP – International Forum of Visual Practitioners

**AWARDS** Over 40 industry awards for Disney.com and related sites, 1996-98  
Communication Arts, Interactive Design Annual, Award of Excellence, 1995  
New Media Magazine, Silver Invision Award, 1995  
Ketchum Get it Great Award, 1993 & 1994  
IABC Silver Award of Excellence, Illustration, 1990

**PASSIONS** Business leadership, teamwork, bringing ideas to life, art, windsurfing and travel.