
Suzi Boyden

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Education:

Master of Science | Georgia Institute of Technology
Bachelor of Science in Industrial Design | Georgia Institute of Technology

Experience:

[March 2007 - Present]

Designer of collateral, packaging and products at FlatWire Technologies, a division of Southwire. Focusing on product awareness in the consumer, OEM, hospitality and professional installer markets via digital and printed material. Increasing output by managing outside vendors and resources within the company, including an industrial design intern. Re-designing lighting and electrical products.

Current projects include:

- guiding the FlatWire brand as extended in marketing and sales collateral
- structural and graphic design direction and execution of packaging
- development and design of the corporate web site, and web store
- designing exhibits and displays for trade show and sales use
- producing user manuals with illustrated instructions

Facilitated the design and production of two sets of test market packaging and point of purchase displays.

[August 2000 - Present]

Teaching sophomores and graduate students within the Industrial Design program of the Georgia Institute of Technology. Providing focused instruction in Adobe Illustrator and Photoshop, while discussing the fundamentals of layout, illustration and rendering. Establishing 3d modeling skills with realistic projects in Solidworks. Assignments evolve each year, allowing students to express creativity and develop interest in the possibilities of the software.

[June 2002 - March 2007]

Industrial Designer responsible for ideation and 3d presentations of packaging and display concepts at the Rock-Tenn Company. Produced graphic and multimedia designs to support concepts and Design Services department as a whole. Customers included: Kraft, Nestle, Kimberly Clark, Procter & Gamble, Home Depot, SC Johnson, and their multitude of branded products. Supervised a summer design intern assisting with daily projects as well as innovation shows.

[February 2000-December 2002]

Research Assistant at the Center for Assistive Technology & Environmental Access. Completed new corporate identity materials including: logo, letterhead, labels, and brochures. Designed and supported graphic production of an accessible CATEA web site.

[January 2000- January 2001]

Research Assistant and Web Author at CEISMC, a subsidiary of Georgia Tech.

[Spring 1999 - Spring 2000]

Intern at the international Exhibit Design firm, nth Degree.

Software:

Adobe CS4: Illustrator, Photoshop, Dreamweaver & InDesign, Solidworks & form-Z, Microsoft Office
