



SUZANA ESTEVES

Senior Graphic Designer | Art Director | Motion Designer

Senior Graphic Designer, Art Director, and Motion Designer with over 16 years of agency, media, in-house, and freelance experience leading integrated marketing campaigns for national and global brands. Experienced in taking projects from concept through final delivery—combining creative strategy, storytelling, art direction, branding, motion graphics, video production, animation, and design to create engaging brand experiences.

Skilled in leading every stage of the creative process, including creative concept development, storyboarding, custom illustration, motion graphics, video production, editing, production management, and campaign execution across digital, print, social media, retail, experiential, out-of-home, and video. Passionate about transforming complex ideas into engaging visual experiences that balance creativity, strategy, functionality, and business objectives.

Recognized for creative leadership, mentoring designers, optimizing production workflows, introducing innovative technologies and scalable design systems, and collaborating with Creative Directors, account teams, developers, marketers, and clients to deliver high-quality creative solutions on time, on budget, and with measurable impact.

CONTACT

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EDUCATION

OCAD University

- UX/UI Design & Digital Media

Toronto Metropolitan University

- Web Design & HTML/CSS

George Brown College

- Graphic Design

SELECTED CLIENTS

Rogers, Visa, Mondelēz International, T-Mobile, Signet Jewelers, Electrolux, Frigidaire, Yorkdale Shopping Centre, Old Dominion Freight Line, Pelmorex, WWF Canada, SickKids Foundation, ARIDO, IDCEC, National Service Solutions, Confidential Pharmaceutical Clients.

PROFESSIONAL EXPERIENCE

PUBLICIS CANADA

Senior Production Designer **August 2023 – Present | Remote**

- Produced integrated marketing campaigns across digital, print, retail, DOOH, social, motion graphics, video, and responsive advertising for Canada's largest telecommunications brand.
- Executed national campaigns for Rogers, Visa, Mondelēz, T-Mobile, Signet Jewelers, and confidential pharmaceutical clients while ensuring brand consistency across multiple media channels.
- Regularly acted as Art Director, reviewing creative work, mentoring designers, providing design direction, and ensuring creative excellence prior to Creative Director approval.
- Recognized as Publicis' Flexitive Subject Matter Expert, expanding the platform's capabilities by integrating video, motion graphics, and audio into responsive digital advertising. Developed reusable templates, optimized production workflows, authored the Flexitive training manual, and mentored designers—improving production efficiency, increasing creative flexibility, and establishing best practices across the design team.

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CORE EXPERTISE

Creative Leadership

- Art Direction
- Creative Direction
- Mentoring
- Client Collaboration
- Project Management

Design

- Senior Graphic Design
- Branding
- Visual Identity
- Integrated Campaigns
- Print
- Retail • DOOH

Motion

- Motion Graphics
- Animation
- Storyboarding
- Video Production
- Video Editing
- Illustration

PELMOREX CORP.

Lead Creative Developer November 2021 – August 2022 | Remote

- Concepted, designed, and hand-coded interactive HTML5 advertising campaigns using HTML, CSS, and JavaScript.
- Created motion graphics, animation, and rich media experiences for digital marketing campaigns.
- Collaborated with creative, strategy, account, and development teams to transform concepts into engaging digital experiences.
- Built responsive digital advertising optimized for multiple platforms and devices.
- Improved production workflows while maintaining high standards of design, usability, and performance.

STAR METROLAND MEDIA

Senior Visual Designer February 2016 – October 2021 | Toronto, ON

- Designed and led integrated marketing campaigns across print, digital, and branded content for national advertising clients.
- Produced motion graphics, animation, interactive advertising, presentations, and branded marketing content for national advertising clients.
- Led the Old Dominion Freight Line educational video series, overseeing creative concept development, storyboarding, custom illustration, animation, video editing, and final production.
- Introduced Flexitive to the organization, championing its adoption for responsive digital advertising.
- Developed best practices and trained designers on Flexitive workflows, helping establish the platform as part of the creative production process.
- Collaborated with editorial, advertising, and creative leadership teams to deliver high-quality campaigns.
- Mentored junior designers while maintaining production excellence and creative consistency.

TORONTO STAR

Senior Graphic Designer 2014 – 2016 | Toronto, ON

- Designed integrated print and digital advertising campaigns for national and regional brands, producing production-ready artwork and branded communications under demanding publication deadlines.
- Collaborated with editorial and advertising teams to deliver high-quality creative solutions under tight deadlines.

SCRATCH MARKETING

Senior Graphic Designer 2006 – 2014 | Toronto, ON

- Designed integrated marketing campaigns, trade show experiences, exhibition booths, retail graphics, packaging, catalogs, brochures, banners, and point-of-sale materials for Electrolux, Frigidaire, Eureka, and other national consumer brands.
- Developed creative concepts and production-ready artwork for print, retail, and promotional campaigns.
- Collaborated with creative and account teams to deliver effective marketing solutions while maintaining brand consistency and meeting tight deadlines.

INDEPENDENT CREATIVE CONSULTANT

Art Director | Senior Graphic Designer | Motion Designer 2010 – 2026

Partner with agencies, corporate organizations, and nonprofit clients to deliver end-to-end creative solutions from concept through final production, including creative strategy, art direction, storyboarding, custom illustration, motion graphics, animation, video production, editing, client presentations, budgeting, production management, and final delivery.

SOFTWARE

Creative

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Adobe Audition
- Animate
- Acrobat
- Adobe XD
- Adobe Express
- Adobe Firefly

Digital

- Flexitive
- Celtra
- Figma
- Adobe Experience Manager (AEM)
- WordPress

Web

- HTML / CSS / JavaScript

AI Tools

- Adobe Firefly
- ChatGPT
- Microsoft Copilot
- Google Gemini

Project Management

- Jira
- Monday.com
- Google Workspace
- Microsoft 365

Selected Projects

National Service Solutions

Led an employer branding recruitment campaign from concept through final delivery, developing the creative concept, storyboards, project scope, budget, and production plan. Managed client presentations, talent casting, crew coordination, production, motion graphics, and post-production while producing and editing the final video using Adobe After Effects and Premiere Pro to deliver an engaging recruitment campaign that showcased the client's culture and career opportunities.

Old Dominion Freight Line

Led the creative development of a three-part educational motion graphics series — *The Incredible Journey*, *Growing Pains*, and *How Old Dominion Keeps Your Shipments Safe*. Managed the project from concept through final production, creating the storyboards, custom illustrations, motion graphics, animation, voice editing, video editing, and final delivery, transforming complex freight and logistics concepts into engaging educational content.

Yorkdale Shopping Centre (Blackjet Agency)

Designed and animated motion graphics for the Yorkdale StyList mobile app campaign, creating engaging digital advertising content for in-mall displays and digital marketing initiatives. Produced visually compelling animations that enhanced customer engagement while maintaining the premium Yorkdale brand experience.

IDCEC (Interior Design Continuing Education Council)

Produced an animated educational explainer video introducing the organization's online learning platform and mobile application by developing the storyboard, custom illustrations, motion graphics, animation, voice recording, audio editing, and final video production. The project simplified complex educational processes through engaging visual storytelling.

ARIDO (Association of Registered Interior Designers of Ontario)

Refreshed the organization's visual identity through a logo redesign and the development of a comprehensive brand standards guide, creating a cohesive brand system that strengthened visual consistency across print and digital communications.

Projects included employer branding campaigns, educational motion graphics, explainer videos, visual identity systems, and integrated marketing campaigns for agency, corporate, and nonprofit clients.