

SUZANNE BRYCE

CREATIVE DIRECTION · BRAND & MARKETING DESIGN

Creative designer and marketing communications specialist with 14+ years of experience developing visual content for brand campaigns, product marketing, retail environments, and digital platforms. Skilled in translating strategic objectives into compelling visual solutions across multiple media including print, digital, packaging, and experiential marketing. Known for collaborating with cross-functional teams, presenting design concepts to stakeholders, and delivering polished creative work from concept through final production.

PROFESSIONAL EXPERIENCE

MARKETING & DESIGN MANAGER

2023–2024

AC/DC Lighting Design — Burnaby

Led creative direction and marketing design initiatives supporting the launch of Park-Kit, an innovative parking and lighting technology platform.

- Designed and relaunched the Park-Kit corporate website and digital marketing materials
- Created a 20-sq-ft trade show booth and promotional assets for the NPA Expo in Las Vegas
- Designed visual interface assets for mobile app and kiosk systems
- Developed marketing graphics used across presentations, digital communications, and sales materials
- Presented creative concepts and collaborated directly with company leadership

GRAPHIC PRODUCTION SPECIALIST FOR PRIVATE & BRAND LABELS

2019–2022

Golden Boy Foods (Div. of Post Holdings), Burnaby, BC

Managed design production and packaging coordination for a large portfolio of private label consumer food products.

- Coordinated creative development across hundreds of SKUs and multiple product lines
- Collaborated with marketing and sales teams to improve packaging design and product marketability
- Implemented improved communication systems for design approvals and production accuracy
- Led case label design and approval processes across multiple departments
- Contributed to company recognition with the BC Food & Beverage Award for People, Culture & Safety

AREAS OF EXPERTISE

Art Direction
Campaign Design
Brand Identity &
Brand Systems
Visual Communication
Creative Production
Workflow
Marketing
Communications
Digital & Print Design
Social Media &
Marketing Assets
Packaging & Product
Marketing
Stakeholder Presentations
Adobe Creative Suite
Figma | Canva |
Wix/Shopify

MARKETING PRODUCTION SPECIALIST

2011–2019

Nature's Path Foods, Richmond, BC

Supported marketing and design initiatives across a large international natural foods brand.

- Managed creative production workflow for more than 400 product SKUs for seven years
- Designed point-of-sale materials and marketing communications assets
- Implemented digital workflow systems to improve collaboration and project visibility
- Built internal web platform used by North American sales teams
- Conducted print cost analysis resulting in \$500K+ in savings

MARKETING MANAGER

Samlex America, Coquitlam, BC

Led corporate rebranding initiative across multiple product divisions.

- Redesigned packaging across 400+ product SKUs
- Coordinated brand guideline development with external agencies
- Managed design team and vendor relationships
- Organized and executed corporate rebrand launch event

GRAPHIC DESIGNER

Glentel Inc. — Burnaby

Created marketing materials for national retail brands WirelessWave and TBooth.

- Designed point-of-sale retail graphics and sales support materials
- Produced annual report and internal marketing communications
- Collaborated closely with marketing and retail teams to support nationwide campaigns

EDUCATION

Bachelor of Fine Arts
University of Victoria

PROFESSIONAL TRAINING

Production Management
Sauder School of
Business

Digital Marketing
Certificate
Brainstation

TECHNICAL SKILLS

Adobe Creative Suite
Photoshop | Illustrator
InDesign | XD

Figma | Canva

Microsoft Office

Wix/Shopify

Liquid Planner | Wrike | Monday
| Dragonfly

Digital Asset
Management Systems

SELECT FREELANCE CLIENTS

Aquent · Destination Vancouver · Gourmet Warehouse · Bootlegger · Envision Financial · Boys & Girls Clubs · Thai Princess Foods · Premier Lighting · Ruffhousers Dog Care · Traveller's Voice Magazine