SUZANNE BRYCE

Professional Summary

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.

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

Professional Experience

Marketing & Design Manager

AC/DC Lighting Design – Burnaby | 2023–2024
Led creative direction and marketing design initiatives supporting the launch of Park-Kit, an innovative parking and lighting technology platform.

Key contributions:
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

Golden Boy Foods (Div. of Post Holdings), Burnaby, BC 2019 – 2022
Managed design production and packaging coordination for a large portfolio of private label consumer food products.

Key contributions:
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

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Marketing Production Specialist
Nature's Path Foods, Richmond, BC 2011 – 2019
Supported marketing and design initiatives across a large international natural foods brand.

Key contributions:
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.

Key contributions:
Redesigned packaging across 250+ 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.

Key contributions:
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 | Destina tion Vancouver | Gourmet Warehouse | Bootlegger | Envision Financial | Boys & Girls Clubs | Thai Princess Foods | Premier Lighting | Ruffhousers Dog Care | Traveller's Voice Magazine

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