

SUSANNE GUTZOLD

A graphic designer, who thinks differently



PERSONAL DETAILS



susanne@gutzold.net



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www.susanne.pro



British (native) and
German (fluent spoken)

EDUCATION

Aston University | 2017 - 2021

BSc (Hons) Industrial Product Design
with Industrial Placement, 2:1

Ballakermeen High School | 2010 - 2017

A Levels - Maths A, Further Maths B,
Product Design B

GCSEs - 4 A*s, 4 As, 4 Bs

PROFESSIONAL EXPERIENCE

Blue Light Card | Oct 2022 - Present

Graphic Designer

As part of a two-person graphic design team, I produce assets for web, app, social media, emails, and events in a fast-paced environment with tight deadlines. To enhance team efficiency, I implemented a streamlined workflow system and briefing document that improved project management.

A major aspect of my role is conceptualising and executing creative campaigns, managing around 10 major campaigns annually, alongside BAU projects. By working closely with the social media and data teams, I leverage insights and testing to refine designs, driving member engagement and encouraging logins.

Recently I have been up-skilling on motion graphic design, enabling me to transform complex information into visually compelling and easy-to-understand videos that improve member education and experience.

I lead an icon redesign project to better align visuals with the brand's tone of voice, making assets feel more approachable and less corporate.

I actively participate in weekly design critiques, providing constructive feedback to the wider design team, to ensure brand consistency and enhance overall design quality across all projects.

PROFESSIONAL EXPERIENCE CONT.

Roman Originals | Aug 2021 - Oct 2022

Graphic and Email Designer

Led the design and content creation for all newsletters and CRM emails, driving over £9.7 million in revenue annually.

Analysed key data daily to enhance customer database growth, click-through, and conversion rates. By using these insights, I consistently improved designs, with my final email generating the highest revenue of all - £101,691 in first 48 hours.

Tracked and predicted trends to stay ahead of key competitors, ensuring Roman consistently stood out in the market.

Vektorli | Mar 2020 - Nov 2022

Freelance Designer

Designed posters, stickers, and custom prints, which I sold on the website I created. I also developed the logo and branding, ensuring a cohesive identity across all products and the platform.

The People's Orchestra | Sep 2019 - Jun 2020

Graphic Design Placement



CREATIVE TOOLS I USE

Ps

Ai

Id

Ae

Figma

Pr

PERSONAL INTERESTS

I love to be creative

Whether that's sketching, baking, nail art, or finding something to DIY around the house. I am also interested in motorsports, both spectating and competing, gaming, playing with my dog and supporting the Eagles in the NFL. Most recently I have taken up crocheting, my dog is loving all of the new toys she's getting out of it!



Want to see some of my work?
Click here to see my portfolio
or visit www.susanne.pro