

SUTHIDA 'FON' SAKULSURARAT

WWW.IDEASIGNER.COM // FON@IDEASIGNER.COM

EDUCATION

MASTER OF FINE ARTS, GRAPHIC DESIGN

Concentration in Photography & Communications
ROCHESTER INSTITUTE OF TECHNOLOGY
2003 - 2005 Rochester, New York

BACHELOR OF FINE & APPLIED ARTS, PHOTOGRAPHY

Concentration in Communications
KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG
1998 - 2002 Bangkok, Thailand

AWARDS & ACTIVITIES

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA)

2008 PRISM Awards, (Team) Winner, PAETEC's Annual Report
2008 PRISM Awards, (Team) Award of Excellence, Logo Design

THE ROCHESTER ADVERTISING FEDERATION

2008 ADDY Silver Award Winner,
PAETEC's Annual Report Design

THE AMERICAN BUSINESS AWARDS

2007 Finalist in the Best Creative Organization,
PAETEC's Visual Media Services Team

BOARD MEMBER

Verona Street Animal Society, Rochester, NY
2012 - 2014

MEMBER

Toastmasters International
2008 - 2009

SKILLS

ADOBE CREATIVE SUITE:

InDesign, Photoshop, Illustrator, Premiere,
After Effects, Dreamweaver, Lightroom

OTHERS:

HTML & CSS // Wordpress // Keynote Presentation //
Photography & Video Production // Project Management //
Online Marketing Tools // Microsoft Office (PowerPoint,
Word, Excel, Outlook)

PROFESSIONAL EXPERIENCE

2018 - PRESENT

CONTRACT GRAPHIC & WEB DESIGNER

NIXON PEABODY, LLP Rochester, New York

Work directly with internal clients to evaluate requests, define parameters, negotiate deadlines and continually reprioritize requests as they are received

Design and prepare visual aids, including maps, charts, diagrams, litigation exhibits, presentations, timelines, video/animation, and other materials within the firm's brand guidelines

Use, develop, update, and maintain branded templates for firmwide use

2005 - PRESENT

FREELANCE DESIGNER & PHOTOGRAPHER

IDEASIGNER Rochester, New York

Provide photography and creative services to individuals and business clients including print and digital media design, brand development, marketing strategy, web design and development, and campaign solutions

2013 - 2014

LEAD GRAPHIC DESIGNER

BOB WRIGHT CREATIVE Rochester, New York

Worked with clients to develop marketing and web strategies. Responsibilities include project management, concepting, page layout, user interface design and interaction design, photography and video production.

2005 - 2012

GRAPHIC DESIGNER

PAETEC Fairport, New York

Created and developed visual communications including, marketing collateral, advertising, invitations, internal and external company campaigns, website, e-mail marketing, presentations, videography, and photography.

Provided graphic design assistance to multiple non-profit organizations

Communicated with internal & external clients on projects and managed print production

2001 - 2004

PHOTOGRAPHER

SHAMU SHAMU MAGAZINE Bangkok, Thailand

Photographed pictures for Shamu Quarterly Pet Magazine covers and featured articles (4th - 15th issues)

CONFERENCE & TRAINING

HOW DESIGN CONFERENCE

SESSION / WORKSHOP

BOSTON, MA

Transforming Your In-house Team Into a World Class Design Firm
Inspiring Design for Greater Good
Understanding and Using Symbols in Visual Communication
Career GPS: Navigating New Professional Landscape
Creating Digital Composites
Designer Sobriety
10 Secrets of Typographic Success
How to treat your In-House Group like a Design Studio
Building a Supportive Creative Culture

AUSTIN, TX

Make Ideas Happen in the Creative World
The Secret of Project Management for In-House Designers
Information Design Dissected
In-House Entrepreneurialism
What's Going on with Design Today?
Good vs. Great Design
Keeping Creative Control with Difficult Clients
10 Things You Didn't Know Fonts Could do
Color Strategy

EMPLOYEE AWARDS

PAETEC'S AWARDS

SILVER MEDAL // May 2010

BRONZE MEDAL // March 2009, January 2010, August 2010, May 2011, June 2011

QUALITY AWARDS // October 2006, January 2007, June 2007, November 2007

PAETEC'S TEAM MAESTRO AWARDS

CORPORATE TEAM AWARD // March 2007, October 2007

PAETEC'S COMMUNITY SERVICE AWARD

CORPORATE INDIVIDUAL AWARD // 2006