



SUSANA Y. MONTOYA

DESIGN EXPERIENCE

CONTACT



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EDUCATION

BA Science in Media Arts & Design
Mt. Sierra College / Monrovia, CA

SKILLS

Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
Adobe InDesign	●●●●●
Graphic Design	●●●●●
ACPT & ACMT	●●●●●
Project Management	●●●●●
iOS, macOS & watchOS	●●●●●
Advanced Troubleshooting	●●●●●
Workflow optimization	●●●●●
Attention to detail	●●●●●
Visual communications	●●●●●
Written communications	●●●●●

LANGUAGES

English	●●●●●
Spanish	●●●●●

Apple Inc.

- **People Operations Planner** (07/2021 - Present)
 - Design and distribute market-wide communications for Career Experiences and Washington Benefits Summits to 200+ employees, driving increased engagement and utilization of programs. Successfully improved employee satisfaction survey scores, with notable increases in "belonging" (+10%), "values" (+8%), and "timely information" (+9%).
 - Develop and execute marketing campaigns for 2-3 volunteer initiatives per month, helping Apple Southcenter reach 2nd place in participation and volunteer contributions for Washington Market. Facilitated exercises in empathy and interpersonal skills which raised team member engagement by 9%.
- **I&D Volunteerism** (01/2022 - Present)
 - Member of Women@Apple Seattle, designing and executing Diversity Network Association (DNA) events. Compiled feedback from 90+ employees, and leaders regarding inclusion. Developed an Inclusion & Diversity (I&D) roadmap and marketing strategy, resulting in a 20% increase in team member engagement state-wide. Coordinated a Washington State I&D Summit presented to Apple Retail and Corporate managers. Received market-wide recognition from Retail AMR People Business Partner for cultivating an inclusive employee experience.
 - Developed, coordinated, and facilitated a highly successful "Get to Know Company Event" for 37+ corporate leaders. Bridging the gap between corporate and retail team members resulting in meaningful partnerships and collaborations.

Graphic Designer - Greenside Recreational (05/2016 - 04/2017)

- Designed and developed impactful billboard and magazine advertisements, while taking charge of the social media presence and utilizing marketing automation tools to support business initiatives. Successfully executed marketing strategies that drove a remarkable 23% increase in store revenue and a substantial 37% growth in online orders.
(Social Media Management, Marketing Automation, Marketing Strategy, E-commerce, and Strategic Planning.)

Graphic Design Intern - Raintees.com (02/2014 - 07/2014)

- Drafted and designed captivating digital and print catalog layouts for clothing line, ensuring they aligned with the brand's vision. I efficiently communicated updates and changes throughout the design process and collaborated with cross-functional teams to incorporate feedback. My attention to detail and strong communication skills facilitated a seamless iterative process, resulting in visually stunning catalog materials that effectively conveyed the brand's message and style, contributing to successful marketing and sales efforts.

Marketing Design Intern - Square 1 Group (05/2012 - 10/2012)

- Held a multifaceted role where I managed online orders and inventory for a clothing line while simultaneously overseeing the social media accounts of high-profile Hollywood comedian Pauly Shore. Additionally, I collaborated closely with software developers to design website layouts, ensuring a seamless user experience and highly responsive support for our clients. This dynamic position allowed me to showcase my skills in e-commerce management, social media marketing, and web design, while consistently delivering exceptional service.