



sometimes all you have
is a second to get noticed.

a portfolio of work: susan fireside, design and direction



I understand that.

I'm a designer whose work is about problem solving and creating solutions for the client that makes a difference in their business.

I create strategic marketing communication pieces that reinforce a company's visual presence in various mediums such as print and new media.

By coming up with creative solutions and suggestions beyond the client's expectations I produce work that is easy to understand, impactful and engaging.

Welcome to a portfolio of my work.

susan fireside, design and direction



listening.

I believe it starts with listening. Then asking questions. Research. And while each project is unique, the goals are similar. To bring value to our clients by visually translating their products or services. To effect their bottom line.

I like to collaborate with a team and well as working directly with the client. I can manage internal and external resources including working directly with writers, designers, illustrators, photographers, developers, I.T. departments and outside talent as well as working directly with vendors. Projects include creating brand development, marketing campaigns, identity design, style guides, annual reports, brochures, packaging, environmental design, advertising, direct mail, posters and other print and online communications.

stats.

I embrace both traditional and new media. Because of this, when I work, I think of how it can work on various mediums. From print to web to environmental, I see one of my major strengths being my adaptability.

tools: InDesign, Adobe Illustrator, Adobe Photoshop, Dreamweaver and Flash

*Volunteer at Taproot Foundation:
A team of highly skilled professionals who donate their talents pro bono to help local non-profits increase its impact.*

education: Bradley University, B.A., 1992

clients: Hospitals, technology firms, financial institutions, leading educational publishers, organizations, museums, small businesses, and retail. From B to B, B to C. I have taken the lead creative roll on branding and identity work as well as marketing initiatives for various companies and their affiliates such as AXA Advisors, Andersen Consulting, SWC Technology Partners, Abbott, Common Threads, CDW, PCC Community Wellness, Fujitsu, Scott Foresman, Phillips, The Museum of Science and Industry, The ADL, Jewish Community Centers of Chicago, Lutheran Social Services of Illinois, BP, Hopsira, and Discover to name a few.



the work.

My work is focused on building a brand and not
just building something that looks good.

I like design to be simple. Beautiful.

Easy to understand. The work needs to tell
a story. If it doesn't, then I haven't done my job.

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project: Annual Report.

challenge: To create an electronic annual report for SOS Children's Villages Illinois that would convey the stories of the individuals and tell readers how this organization provides a viable alternative to traditional foster care. Children who come to live at SOS stay with their biological brothers and sisters in a private home. A full-time, professionally trained foster parent lives with them, and the whole Village gives them support, compassion and strength.

solution: This annual was created with a team of marketing professionals. As designer and art director, working closely with the writer, we came up with the theme "we are" which would be carried from the front page to the entire annual. Each section made a strong statement. Using only images that were supplied by the client, creative cropping was used to support the strong headlines, stories, and statistics that allowed readers an easy way to read an online report.



24/7/365

The Illinois Poison Center provides services to Illinois residents and health care providers, 24 hours a day, 7 days a week, 365 days a year.

Poisoning is a major public health problem in the United States and Illinois is no exception. Accidental poisoning is the second leading cause of injury-related hospitalization and death in children less than 2 years of age. Unintentional poisoning is the second leading cause of injury-related death for all ages having surpassed death from firearms in 2008.

As an emergency physician, I am familiar with the stress, pain and suffering that can occur from a poisoning. It affects the patient as well as friends and family. The main concern is always for the safety and well-being of the patient, but there are also secondary concerns from the already producing emergency department visit and the high cost of treatment.

As medical director of the Illinois Poison Center (IPC), I take pride in knowing that the IPC is available 24/7 every day of the year to respond to calls from the general public and healthcare professionals. Our specially trained medical experts are prepared to handle toxicology emergencies with treatment advice ranging from simple first aid instructions to state-of-the-art recommendations for severely poisoned patients.

For 80% of the poisoning response calls from the general public, we are able to provide simple instructions to safely manage the individual at home and relieve much of the stress, anxiety and cost associated with an emergency room visit. For calls from health care professionals our immediate treatment recommendations help improve patient outcomes and decrease admissions and time spent in the hospital.

Statistics in numbers outline the IPC's commitment to provide the general public and healthcare professionals in Illinois with comprehensive, trusted information and treatment advice on potentially harmful substances. The results of our efforts can be measured by the number of people we have educated on prevention, the improvement of patient outcomes while saving scarce healthcare resources and dollars, and the reduction of emergency room visits, hospital admissions, and length-of-stay for admitted patients.

These numbers ultimately define our success and convey our value as a partner in the healthcare network of Illinois.

We hope your story reading our story.

Michael S. Wahl, MD
Managing Medical Director
Illinois Poison Center

100,000

telephone calls are taken by the Illinois Poison Center every year.

10:45 am: A frightened parent called saying a child swallowed several adult strength vitamins with iron...

It all starts with a warning, catching voice. One that quickly answers such call with compassion and professionalism. A reassuring conversation from those on the other end of your call from the experts at the Illinois Poison Center who are there to serve and help. And every single call, no matter what it is, get an information question or a concern about an accident or ingestion of a potentially harmful substance, is handled by a highly trained person capable within seconds. Can offer call after call.

The Illinois Poison Center is a non-profit health service that provides the people of Illinois with access to comprehensive

Real people, real solutions.

Celia, age 4

Mom, Heather spotted her son Celia drinking from a giant tooth bottle filled with cranberry ketchup. The ketchup covered his clothes and dripped from his mouth. Heather's husband rushed off to the face while Heather paged her pediatrician.

The doctor instructed her to call the Illinois Poison Center. As soon as the initial call, the IPC specialist called Celia's parents back to reassess the situation and make sure Celia had not developed any symptoms that would require advanced treatment. Celia was doing just fine.

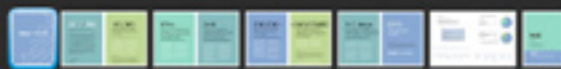
and trusted information and treatment advice on potentially harmful substances in a free, confidential 24-hour hotline. We handle a myriad of emergency medical events, including doctors, nurses, and pharmacists, who handle many calls handled throughout each day. We receive over 12 million Illinois residents in all 100 counties and are prepared to handle calls in over 170 languages including calls from the hearing impaired.

And we are ready to answer your questions or offer advice treatment within 24 hours a day, 365 days a year.

project: Illinois Poison Center Brochure.

challenge: To create awareness to the public about the work done at the Illinois Poison Center.

solution: This print brochure was created with a team of marketing professionals. As designer and art director, working closely with the writer, we came up with the theme "safety in numbers" which would be carried from the front page to the entire brochure. Using numbers as both an art element and a way to connect the pages, we focused on powerful statistics and information that the public should know. We wanted to educate and raise awareness to the people in the state of Illinois about this resource, as well as having the people understand that this service when used correctly can save the state money from unnecessary hospital visits.

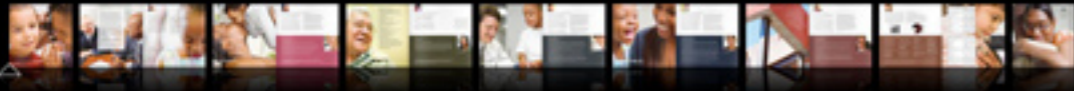


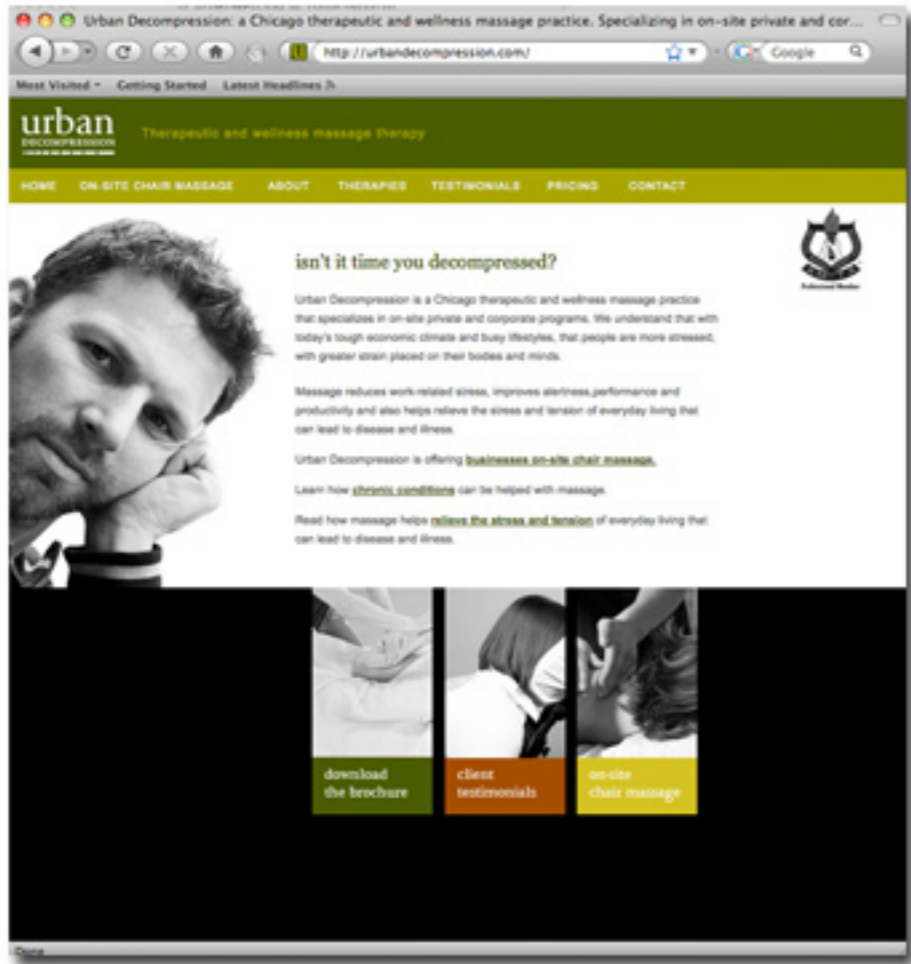


project: Annual Report.

challenge: PCC Community Wellness Center needed an annual report that showed how they are serving the healthcare needs of the medically underserved residents of Chicago's west side communities.

solution: Storytelling. That was the theme of the annual. Using a mix of photography that featured real patients, caregivers and families. Our writer created compelling and personal stories mixed in with statistics about the growing needs of healthcare and costs. The piece was designed as an 8 1/2 x 8 1/2 to set itself apart from standard annual report sizes, while not costing any more to print. Each spread features one page with a full bleed image as well as a signature to further reinforce the uniqueness of this individual. Go to the case study link to learn more.

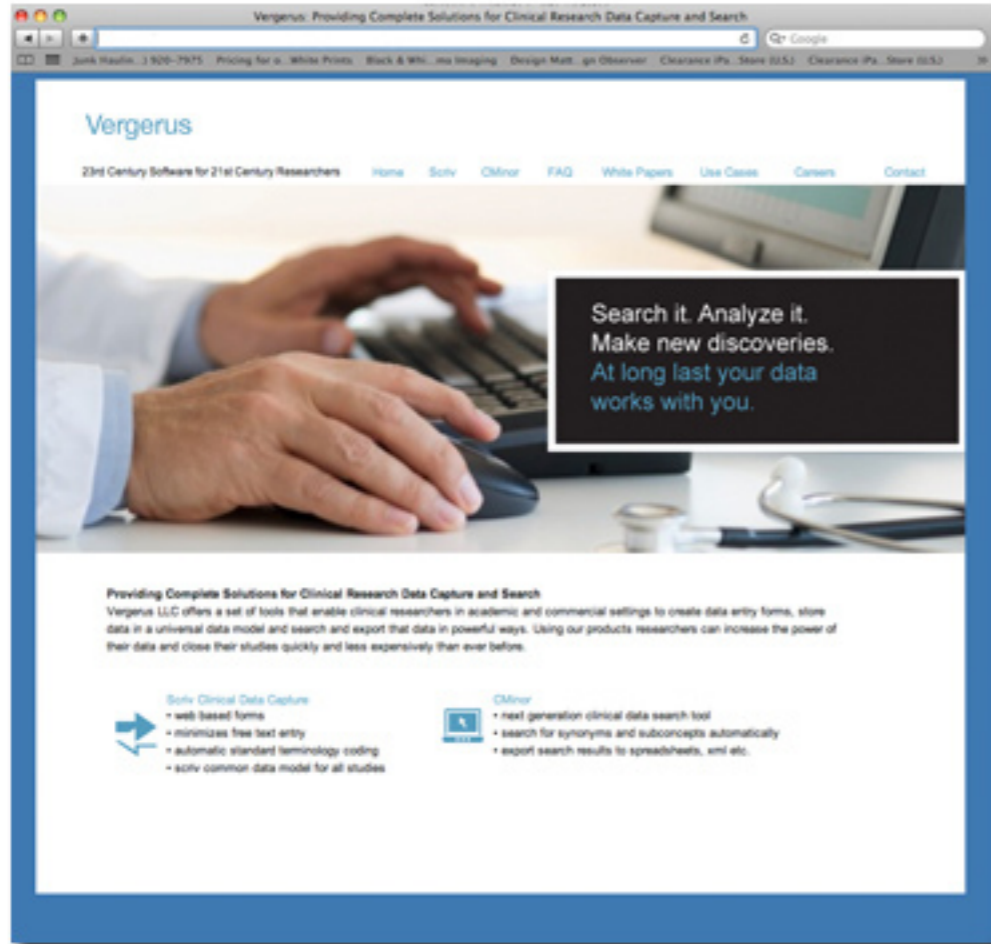




project: Website design for massage therapist.

challenge: To promote clinical massage therapy in the Chicago area, this site needed to reflect a clinical aspect of massage, not a spa direction.

solution: Using colors that were established with the new identity and first used in business cards, the site uses strong black and white photography. Content is kept high level, with the site giving an overview of services, and intended for the user to call for more information. A pdf of the brochure is also available to download for additional information.



project: Website design for a software company that offers clinical research data capture and search capabilities for the healthcare market.

challenge: This software company needed a new look to appeal to their three audiences: academia, commercial, and investors.

solution: Using content that was written by the designer of this software, there was plenty of good information. What it needed was a way to organize information and create a more solution based messaging that would draw users in. Using one strong image on the home page that showed both the medical side and technical side, the site is simple, clean and easy to understand. Much like the product. Illustrations are used throughout as a visual clue for the different sections.



project: Animated Holiday Card.

challenge: Creating a holiday card that was engaging, lively, and true to the spirit of the company while also reflecting the brand and the season of giving.

solution: SWC Technology Partners has a wonderful brand. Not only is the color palette contemporary, but the photography used is positive and engaging. While typographic and illustrative treatments are not traditionally used, this was an opportunity to create something different, while still connecting the overall brand.



MANNA KOSHER

A HIGHER LEVEL OF CUISINE

project: Identity design and materials for a new Kosher catering company.

challenge: To present Kosher in a more contemporary way.

solution: Manna comes from the bible and literally means food from Heaven. By extension “manna” has been used to refer to any divine or spiritual nourishment. The leaf hovering on top refers to Manna being from heaven. Colors used are in the green earth palette, in a nod to freshness as well as earth. Type used was in all caps, but treated with different colors to emphasize the word Manna while not down playing the word Kosher. The tag line, which has double meaning in reference to food from heaven as well as taking it up a notch with competitors is key to the messaging and is included on all materials.



lolphotography

project: Identity development for a photographer.

challenge: lol photography (standing for laughing out loud) needed a mark that would be reflective of their approach to capturing a true moment instead of traditional conservative portraiture photography. They also wanted something that would appeal to a hip and younger audience.

solution: For this client a number of options were presented including a mark that represented a shutter as well as a typographic treatment. In the end a custom emoticon was created that means laughing out loud. The talk bubble comes directly from the name. Colors used are fresh and compliment each other well, while not speaking to a specific gender. The result is playful yet sophisticated.

Wood, Inc.
single-source custom wood components
for hospitality, store fixture, product display,
re and kitchen and bath projects.

Challenge: Bringing your designs to life is more complex than simply
making parts. But many wood suppliers just provide components,
without considering the big picture plan or time frame.

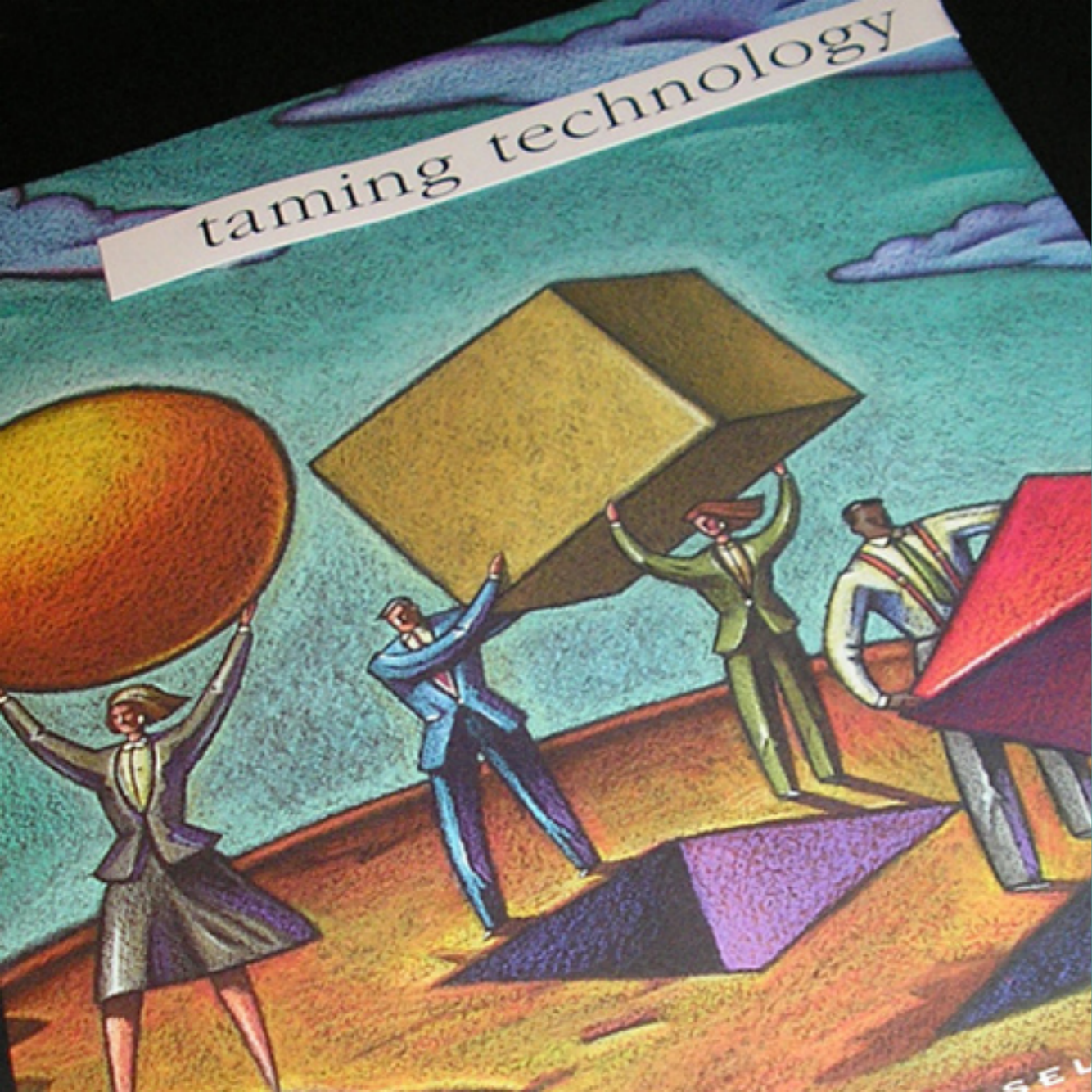
Solution: Brown Wood, Inc. brings our manufacturing
capabilities, consultative approach and a vast array of products
to help you realize your vision, seamlessly. We're your one source
for strategic, cost-effective solutions in wood.

28.5858 F | 800.884.0423 www.brownwoodinc.com Chicago

project: Capabilities brochure featuring new identity.

challenge: Integrating client supplied photography to
showcase the various offerings without focusing too much
on one product.

solution: This was the first printed piece developed
featuring the new Brown Wood brand. This was going to
set the standards on all new printed marketing materials.
We wanted to really highlight the new color palette and
company offerings. Using the supplied photos we
cropped and angled them to give it a more abstract feel and
not to single any one particular product out. This piece
was created as a square to give it a more contemporary
feel and to tie in the smaller square inset photos.



project: High level capabilities brochure for a potential IPO for a technology company.

challenge: Since the company was still developing one of the core business units, the challenge was to not be too granular in content.

solution: This brochure was bound using a velcro tab, with spot illustrations and lots of white space. This piece used custom illustration to tell the story, which set them apart while other companies in this industry were using the same kind of imagery such as "1s and 0s". These illustrations were utilized on all marketing pieces of a year long campaign that allowed them to establish brand recognition.



project: Re-launch product design.

challenge: With various size bottles and different applications this had a tremendous amount of configurations that needed to be addressed before any design began. With a background in aromatherapy, ayurveda, essential oils, organic nutritional and supportive remedies for chronic disorders the owner wanted to her product line that was reflective of her philosophies and featured her line in a cohesive manner that would identity her products and create recognition in retail environments. The first launch was going to contain over sixty products in various sizes as well as additional support materials for retailers.

solution: First we developed a color coded system for the seven product areas as well as choosing three additional colors to be used as neutrals to tie everything together. This allowed for consistency to be created for the packaging as well as freedom to evolve as the product line expanded.

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To see additional work: <http://winterandconstruction.com/>

Resume: <http://winterandconstruction.com/fireside-resume.pdf>

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