



CREATIVE
PASSIONATE
ENERGETIC

Susan D. Leo
EDUCATOR | DESIGNER



2010 M.F.A. Computer Graphics Design: Interactive Design 4.0 gpa
ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NEW YORK

1979 B.F.A. Environmental Design: Interior + Industrial Design w/ Honors
ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NEW YORK

TEACHING EXPERIENCE



BENEDICTINE COLLEGE 8/2020 to Present

1020 N. 2ND STREET, ATCHISON, KANSAS

Associate Professor Graphic Design (2020–Present)

Hired to teach the new approved graphic design program in 2020 within the Department of Art & Design. I teach all of the advance courses in graphic design. Eight students graduated semester 2021 with presently an average of 15 graduates each school year. I have just completed revising and updating the curriculum this past year which was approved by the curriculum committee.

COURSE WORK

- + 2D Foundation Design
- + Graphic Design 1
- + Typography
- + Graphic Design 2: Brand Design
- + Graphic Design 3: Publication Design
- + Interactive Design: Social Media & UI/UX
- + Web Design Portfolio
- + Motion Graphics
- + Packaging Design
- + Design Thinking & Practice
- + Senior Project & Exhibition

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Animate
Adobe XD
Adobe After Effects
Adobe Media Encoder
Audacity
MS Powerpoint
MS Word
MS Excel
Affinity Designer
Affinity Publisher
WordPress
Visual Studio Code

WORTHY OF NOTE

2025 Achieved a full program review and approval for the graphic design program which will lead to a stronger, more relevant, future-focused curriculum to better prepare students for evolving professional and societal needs.

Committees:

- + Ad hoc Committee to the Dean for Catholic Intellectual Tradition
- + Faculty Adviser to the President Committee

SEE PAGE 5 FOR AN EXTENSIVE LIST OF PEDAGOGY DEVELOPMENT



DESIGN/MARKETING CONSULTANT 11/2019 to Present

MID-ATLANTIC STATES

CWIA (Christian Women in Action), Alexandria, VA. Worked on various projects including a commission for 14 digital illustrations printed on metal of the Stations of the Cross for a school in Barranquilla, Columbia which I travelled to Columbia to present the work March 2020, also created logo designs and direct mail postcards for breakfast meeting and annual conference.

Defend Life, Baltimore, MD. Direct mail support for periodic mailings. Also represented the organization in a local conference in Baltimore.

Our Lady of Holy Protection, Baltimore, MD. Created a type as image illustration of Saint Charbel from the text of The Millstone Prayer into a prayer card and art print.



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ATCHISON, KS 66002



585.315.2300



sd1@sdleo.com



PROFESSIONAL PORTFOLIO
sdleo.com

TEACHING WEBSITE
virtuarcity.com

STUDENT MOGRAPH WORK

+ VIDEO TUTORIALS
youtube.com/
@susanleo8731



Positive Personality
Joyful
Creative
Strategic Thinker
“Can-Do” Attitude
Creative Problem Solver
Process Development
Fair-Minded
Compassionate
Experienced + Reliable
Productive + Effective
Public Speaking



SOFTWARE SKILLS

Design + Illustration	Web Development
Cinema 4D	CPanel
Illustrator	CMS
In Design	Joomla
Photoshop	WordPress
QuarkXpress	Adobe UX
Affinity Designer	
Affinity Photo	Business Documents
Affinity Publisher	MS Access
Procreate	Acrobat
	MS Excel
Motion Graphics,	Googledocs
Video & Sound	MS PowerPoint
AfterEffects	Quickbooks
Animate	MS Word
Audacity	Social Media
Camtasia	Facebook Ads
Final Cut Pro	Facebook API
iMovie	
Sound Booth	Marketing
	Survey Monkey
Programming	Mail Chimp
Actionscript 3.0	
CSS / HTML	Teaching CMS
Javascript	Canvas
Sublime Text	Moodle
Visual Studio	Google Classroom



SAFeway EASTERN HEADQUARTERS 6/2019 to 11/2019

4551 MARTIN LUTHER KING JR. HIGHWAY, LANHAM, MARYLAND

TEMPORARY CONTRACT THROUGH **QUAD, INC**—AN IN-HOUSE VENDOR TO **SAFeway**
THE POSITION AND PAYROLL WAS ACQUIRED THROUGH **CREATIVE CIRCLE**

Senior Graphic Designer (6/2019 thru 11/2019)

- + Responsible for all social media, print advertising with major football print sponsors (Washington Redskins & Baltimore Ravens) and Facebook and web ads.
- + Developed branding campaigns for holiday promotions such as 4th of July, Labor Day, Thanksgiving and Christmas in-store point-of-purchase materials, advertisements and promotional circular design
- + Designed insert covers for special newspaper inserts, order forms and special flyers for various events around the DC, VA, MD region and sales flyers.
- + Assisted with production on various in-store signage and weekly circulars.



ROBERTS WESLEYAN COLLEGE, 9/2011 to 12/2018

2301 WESTSIDE DRIVE, ROCHESTER, NEW YORK

Associate Professor Graphic Design (3/2018-12/2018)

Assistant Professor Graphic Design (9/2012-3/2018)

- + Taught all graphic design classes as the only graphic design professor

Adjunct Professor Graphic Design (9/2011-2012)

- + Taught Time Motion Communications Fall Semester.

COURSE WORK

- + 2D Foundation Design
- + Intro to Digital Media
- + Graphic Design 1
- + Typography
- + Graphic Design 2
- + Graphic Design 3
- + Time Motion Communications
- + Web Design

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Animate
Adobe After Effects
Audacity
MS Powerpoint
MS Word
MS Excel
WordPress
Sublime Text

Administrative:

- + Mentored many independent, directed studies and design internships.
- + Served as adviser to graphic design majors.
- + Served as a member of the Undergraduate Curriculum Committee.
- + Coordinated the restructuring documentation for senate approval for realignment of the Art Department majors and course offerings to comply with the National Association of Schools of Art and Design (NASAD) feedback and requirements.
- + Developed graphic standards and designed a gallery template to showcase student work in the department section of the college website then coordinated the collection and processing of images of student work submitted by the art faculty for delivery in an image gallery on the school website.
- + **Director of the Davison Gallery (2014-2013)**
 - + Developed and executed juried Art Educators Exhibition that ran for two years—primary influencers for prospective art students. Coordinated online submission application and designed the direct marketing call for entries, the awards and placards to display next to the winning entries.
 - + Revised the gallery agreement exhibitor's form.
 - + Re-designed and organized the master database for all art collections on campus



AFFILIATIONS

2025–Present

Member APAPO
(Atchison Plein Air Paint Out)
Atchison, KS

2022–Present

Atchison Art Association

2022–Present

Choir Member—St. Benedict
Parish, Atchison, Kansas

2022 & 2024

Atchison Historic Home Tour

2021

Catholic Art Institute
Sustaining Member

2019–2017

Scola Member—
St. Kateri Tekakwitha
Latin Mass Community, Roches-
ter, New York

2019–2017

Diocesan Choir Member,
Rochester, New York

2017–Present

Member Christian Women
in Action (CWIA),
Alexandria, Virginia

2017–2019 CWIA

Praise & Worship Band
Vocals & Keyboard,
Alexandria, Virginia

2016–2017

Member Burning Bush
House of PrayerPrayer
Buffalo, New York

2015

Member Christians
in the Visual Arts (CIVA)

2013–2018

Bukas Loob Sa Diyos (BLD)
Praise & Worship Band
Vocals & Keyboard,
Rochester, New York

2010

Daughters of the American
Revolution (DAR)
Irondequoit Chapter



ROCHESTER INSTITUTE OF TECHNOLOGY, 2011 to 2018

ONE LOMB MEMORIAL DRIVE, ROCHESTER, NEW YORK

Adjunct Professor Graphics Design (Spring 2011–2012)

Elements of Graphic Design (Undergraduate Course)

Adjunct Professor Computer Graphics Design (Winter 2011–2012)

Authoring Multimedia, (Graduate Course)

Adjunct Professor Computer Graphics Design (Spring 2010–2011)

Production Pipeline (Graduate Course)

TEACHING WORKSHOPS

TTA: THE TRAINING ASSOCIATES

11 APEX DRIVE, SUITE 2A, MARLBOROUGH, MASSACHUSETTS

Corporate Trainer (Spring 2010–2011)

COURSE: Microsoft Word Level 2 @ Corporate Location in Rochester, New York

MENDON ACADEMY OF ART AND MOVEMENT

MENDON, NEW YORK

Summer Art Instructor (Summer 2010)

Extreme Bedroom Makeover Workshop (12–13-year old)

SEE PAGE 5 FOR AN EXTENSIVE LIST OF PEDAGOGY DEVELOPMENT

CORPORATE WORK EXPERIENCE



SDLEO & COMPANY, INC. (1998–2012)

15 POST SIDE LANE, PITTSFORD, NEW YORK

President/Founder, Marketing & Design Consultant

Designed and execute marketing and advertising for clients in a broad range of industries that include retail, scientific, educational, government, non-profit, healthcare, financial, telecommunications, and more. Scope of work: websites, media and print advertising, brochures, multi-media, PowerPoint, illustration, photography, newsletters, catalogs, direct mail, packaging design, point-of-purchase, logo design, trade shows, brand development, social media and more.



FRONTIER CELLULAR (1995–1998)

ROCHESTER, NEW YORK

(Joint Venture: Frontier Telephone & Bell Atlantic)

Director of Marketing Upstate New York (1997–1998)

Managed \$10.8 million dollar marketing budget. Directed brand strategy, advertising, public relations, sales promotions, product pricing, marketing communications, product development, telemarketing, database analysis, direct mail, customer communications, and customer retention initiatives throughout 10 markets with 4.95 million pops. Managed and mentored staff of 22 comprised of product managers, graphic designers, writers, administrative support and marketing communications specialists as well as an outside ad agency.



HONORS & AWARDS

2024

**CWIA 49th Anniversary
Master of Ceremonies**

2023 + 2021

**Benedictine College
Faculty Exhibition**

Potter Gallery at Missouri
Western State University

Benedictine College,
McCarthy Gallery

2019

Mission Trip

Barranquilla Columbia, S.A.
Presentation of 14 Digital Metal
Prints of Stations of the Cross

2016

Judge for the Chili NY Art Club

Annual Art Show

Faculty Exhibition

Roberts Wesleyan College
Davison Gallery

2016 + 2015 + 2013

Faculty Exhibition

Roberts Wesleyan College
Davison Gallery

2010

Phi Kappa Phi Honor Society, RIT

2010

**Daughters of the American
Revolution (DAR)**

2010

**RACCE Outstanding
Adult Student / RIT**

2009

Food Service Industry Award
for Mrs. Fields® Cookie Dough
Snacks® Packaging Design

2009

ARTECH Competition:

1st, 2nd, 3rd place sweep
in the Interactive Category +
Honorable Mention, 2nd place
Installation Art

Food Service Industry: Best New
Snack, Mrs. Fields® Cookie Dough
Snacks™ Packaging Design

2004

WOW Factor

Nat'l Food Packaging Awards
DoughEggs® Container



FRONTIER CELLULAR (1998-1997) *Continued.*

ROCHESTER, NEW YORK

Digital Service Director (1997)

Directed the launch of the first 800Mhz CDMA Digital cellular service in Upstate NY including: developing marketing strategy and brand identity; phone pricing, rate plans and features, sales support collateral, advertising, equipment vendor liaison, developed and executed sales and commission strategy, training, policies, and service contracts. Promoted to Dir. of Marketing.

General Manager NY Rural Service Area (RSA) #3 (1996-1997)

P&L responsibilities for a 5-county rural service area (RSA): Genesee, Wyoming, Cattaraugus, Allegheny and Chautauqua Counties—population 500K - located in the Southern Tier. Expanded recruited, trained and mentored direct, retail and dealer sales channels. Managed service and installation centers including build out of new retail location. Improved sales performance by more than 200% over a 6-month period. Promoted to Digital Services Director.

Marketing Manager (1995-1996)

Executed regional marketing communications initiatives for the Upstate NY Market. Instrumental in developing company-owned retail distribution channel and bringing art production in-house to reduce agency costs and improve advertising effectiveness. Promoted to GM.



CELLULAR ONE / GENESEE TELEPHONE COMPANY (1991-1995)

(Cingular / AT&T Wireless) ROCHESTER, NEW YORK

Regional Marketing Manager Upstate New York (1991-1995)

Managed a \$3.5 million dollar advertising budget for the Upstate New York Market. Developed a 7-person in-house marketing department. Executed regional marketing communications initiatives and campaigns.



DESIGN LINK LTD. (1988-1991)

Independent Manufacturers Representative/Business Partner

Represented nine contract interior manufacturers in the Upstate New York market. Conducted product presentations to educate and influence specification of product lines to Interior Designers, Architects, Dealers and Corporate End Users. Assisted with design specifications. Achieved \$3/4 million in sales and President's Club in 1991.



XEROX CORPORATION (1983-1988)

Webster, New York

Senior Graphic Designer (direct hire 2/85-12/88, contract 9/83-2/85)

Held various contract assignments within the design industry 1979-1983.



Pedagogy: Research, Planning, Process, Teaching Aid Design

HOBBIES & INTERESTS

2019

Mission Trip with CWIA
to Barranquilla, Columbia, S.A.

2018

Pilgrimage to the Holy Land

2017

Pilgrimage to Medjugore

2016

Byzantine Icon Workshop with
Theodore Papadopoulos

Pilgrimage to Our Lady
of Perpetual Adoration
Cullen, AL

Pilgrimage to St. Anthony
Chapel, Pittsburgh, PA

2014

Pilgrimage to Medjugore

2013

Carol Douglas Plenair
Workshop in Rockport, Me

2013-2011

Plenair & Studio Painting
with Carol Douglas

2013-2015

Member Greater Rochester
Plenair Painters

2008-2011

Foundations of Liberty Study
through Monticello College, UT

Keyboards, Vocals, Stained
Glass, Icon Writing, Plenair
Painting, Community Theatre

BENEDICTINE COLLEGE *Continued.*

[2024-25]

- + Analyzed and worked to restructure the Graphic Design Program to update the standards from the original program. Developed a program manual and coordinated reviews and approval with the curriculum committee.
- + Member of the Faculty Advisor to the President

[2023]

- + Granted Tenure

[2021-22]

- + Teaching Aid Design: Critique Quadrant 5 x 7 Notepads

[2020-21]

- + Teaching Aid Design: Critique Quadrant 5 x 7 Notepads
- + Teaching Aid Design: Typography Checklist 4 x 7 Handout Notepads
- + Teaching Aid Design: Poster & Laminated Reference Sheets of Design Color Modes
- + Video Tutorial: How to import, resize and place images in Google Documents
- + Video Tutorial: How to create a contact sheet using Adobe Bridge
- + Developed workbook templates for 2D Design exercises including: Pointillism Rendering Sheet, Line Variety Sheet, 1-point and 2-point Perspective Worksheets, and Interaction of Color and Templates (4 Versions), Standard Format Templates for Art Literacy Pages, Principles of Art Analysis Exercises, and Art Vocabulary Practice Assignments and Color Palette
- + Video Tutorial : How to set up Your Workspace for Efficient Production
- + Video Tutorial : Getting Started with Illustrator and the Pen Tool
- + Video Tutorial : Rendering Comps and Movies in AfterEffects
- + Video Tutorial : Architectural Alignment in Photoshop
- + Video Tutorial : Mastering Silhouettes in Photoshop with the Pen Tool
- + Video Tutorial : How to Make a High Quality PDF from an Illustrator File
- + Video Tutorial : Intro to AfterEffects: Using Images, Sound & Text in a Short Story
- + Video Tutorial: How to Re-link Footage in AfterEffects
- + Written Tutorial : How to Change the Default Application that Opens Image Files
- + Written Tutorial : All About Bleeds
- + Teaching Aid Design: Color Methods Poster-featuring 16 schemes

ROBERTS WESLYAN COLLEGE

[2018]

- + Coordinated the restructuring documentation for senate approval for realignment of the Art Department majors and course offerings to comply with the National Association of Schools of Art and Design (NASAD) feedback and requirements.
- + Developed graphic standards and designed a gallery template for showcasing student work on the department section of the college website.
- + Coordinated collection of images of student work from faculty and processed for web delivery to display in the promotional carousel web gallery.

[2018-2012]

- + Developed graphic design curriculum and taught the entire suite of graphic design courses for the attainment of a B.S. in Art with a Concentration in Graphic Design including: Typography, Graphic Design 1, Graphic Design 2, Graphic Design 3: Time Motion Communication, Web Design. Additionally taught the following foundation courses: Intro to Digital Media Arts, Foundations: 2D Design



ROBERTS WESLYAN COLLEGE *Continued.*

- + Mentored many independent, directed studies and design internships.
- + Served as adviser to graphic design majors.
- + Served as a member of the Undergraduate Curriculum Committee.



PROFESSIONAL & CREATIVE ACTIVITY

[2025]

- + 50th Anniversary CWIA Conference Logo Design, Alexandria VA
- + Holy Face Devotion 20-Page Booklet Design: St. Michael's Church, Annandale, VA
- + Designed Signage System for Identifying Coursework on Bulletin Boards

[2024]

- + Designed all marketing collateral for the Atchison Home Tour, Atchison, KS
- + Holy Face Devotion 20-Page Booklet Design: St. Rita, Alexandria, VA
- + Holy Face Devotion 20-Page Booklet Design: Holy Trinity Church, Gainesville, VA
- + Designed Logo Medallion and 16-Page Brochure for Department of Art & Design
- + Logo Design & Letterhead for Our Lady of Holy Protection Society

[2023]

- + Logo Design: Holy Farms, Leonardtown, MD
- + Facia Sign Design for Atchison Art Association Building

[2022]

- + Designed all marketing collateral for the Atchison Home Tour

[2017]

- + Designed a 3D metal print for the student merit award. The medal is awarded to the top art student who is a role model in the art community and demonstrates academic performance, and community spirit.
- + Created way-finding signage for specific studios in the art building and instructional posters for darkroom procedures.
- + FATIMA 1917-2017: One Hundred Years, Our Lady of Fatima—Designed a 12-page booklet/program commemorating the anniversary of the apparitions at Fatima for a special mass for conversions to the Roman Catholic Church.

[2016]

- + Designed a logo for branding the Art Department and use on the department marketing material.
- + Designed a department brochure for recruiting students under the current graphic standards for the college.
- + Designed and produced a branded departmental prospective student folder that contained several custom designed inserts: 1) a scholarship and portfolio

FUNCTIONAL HIGHLIGHTS

FINANCIAL MANAGEMENT [9+ years]

- + Managed \$10.8 million dollar wireless telecom marketing budget for the Upstate New York market comprised of ten marketing regions across thirty-five counties.
- + Responsible for financial documentation and reporting for all marketing activities. Designed a custom database and an accrual reporting system to track monthly financials. Had profit and loss (P&L) responsibilities for a 5-county rural service area with a population of 500K

PROJECT PLANNING & DEVELOPMENT + MANAGEMENT + COMMUNICATIONS [10+ years]

- + Planned and directed brand strategies for sales promos, product positioning, pricing, marketing and advertising strategies, and customer retention initiatives.
- + Developed marketing communications plans, media buying plans and direct mail initiatives under tight deadlines.
- + Executed quarterly and monthly roll-outs of promotions and training materials to sales channels, customer service, technology support and customers.

PROCESS DEVELOPMENT & DESIGN [4+ years]

- + Restructured and designed cellular phone activation process from a fax-in process to a call-in process.
- + Worked with customer service to redesign the data entry user interface at point-of-sale and for customer service reps. The process involved multiple departments in the organization to coordinate and meet strategic goals and objectives. Key research in defining goals and identifying requirement from user input, trouble shooting, and integration of multiple database systems.
- + Developed a training plan for implementation including UI/IX design of interface, programming, testing, and re-design of service agreement paperwork to streamline the process and improve data entry accuracy.
- + Liaison and project director for implementation of CDMA Digital Technology Voice + Data platform.
- + Responsible for coordinating and communicating status and workflow of this initiative. Worked with the executive team, engineering, marketing and IT services facilitating status meetings, updates and milestones.

DATA ANALYSIS + REPORTING + ACCOUNTING [5+ years]

- + Developed and restructured membership database for a non-profit to document all pertinent membership information including address, historical records of membership, payment and credentialing status.
- + Developed and ran reports and created database merge template for mass communication mailing to membership

ONLINE PROJECT COORDINATION + COMMUNICATION SHAREPOINTS [5+ years]

- + Utilized online sharepoint communication to project members, clients and students to communicate policies, criteria, training and inventory cataloging of assets.
- + Developed client portals for ordering and managing inventory of collateral materials.

PRODUCTION + PRINT MANAGEMENT [10+ years]

- + Developed statewide pick and pack inventory distribution program to efficiently distribute and manage marketing and sales materials and business forms to all distribution points and offices throughout Upstate New York.
- + Coordinated print production and buying with outside vendors.

TRAINING + DEVELOPMENT + TEACHING [15+ years]

- + Developed coursework, and learning initiatives on various software programs, sales promotional initiatives, and design fundamentals, applications, techniques and professional practices.
- + Implemented a variety of learning techniques and modalities tailored to the audience through lectures, tutorials, demonstrations, project assignments and training manuals.
- + Have created instructional content in various forms including written documentation, illustrated diagrams, PowerPoints, and video demonstrations to teach and engage learners.

CLIENT LIST

Abbey of the Genesee,
Piffard, NY

Ashtead Technologies,
Rochester, NY

**Atchison Art
Association,**
Atchison, KS

**Atchison Historic
Home Tours,**
Atchison, KS

Bell Atlantic Mobile,
Rochester, NY

**Bishop Kearney
High School,**
Rochester, NY

Bob Bonosky Ford,
Macedon, NY

Brothers Collision,
Charlotte, NY

**Cellular One Genesee
Telephone Company,**
Rochester, NY

**Censeo Project
Solutions,**
Pittsford, NY

**Cochran,
Cochran & Yale,**
Rochester, NY

Cole & Parks,
Victor, NY

**Colorado Northwestern
Community College,**
Rangely, CO

**County of Monroe
(COMIDA),** Rochester, NY

Creative Circle,
Baltimore, MD

**CWIA [Christian
Women in Action],**
Alexandria, VA

Defend Life,
Baltimore, MD

Drama Therapy Fund,
Manhattan, KS

EPI Printing & Finishing,
Rochester, NY

Frontier Cellular,
Pittsford, NY

Futons & More,
Rochester, NY

**Garners Builders
& Contractors,**
Rochester, NY

Global Crossing,
Rochester, NY

Global Project Solutions,
Rochester, NY

Heidelberg,
Rochester, NY

Holy Farms,
Leonardtown, MD

Holy Trinity Parish,
Gainesville, VA

Integument Technology,
Rochester, NY

Iriss, Inc.
Rochester, NY

KB Graphics, Inc.,
Pittsford, NY

Memory Garden,
Jamestown, NY

Midtown Tire,
Rochester, NY

**Monroe County
Economic Development,**
Rochester, NY

Mrs. Fields,
Salt Lake City, UT

**National Association
for Drama Therapy,**
Pittsford, NY

**Our Lady of Holy
Protection Society,**
Atchison, KS

**Performance
Technologies, Inc.,**
Rochester, NY

**Pittsford Federal
Credit Union,**
Pittsford, NY

RC Shaheens,
Rochester, NY

**Roberts Wesleyan
College,**
Rochester, NY

Rochester Tel Mobile,
Rochester, NY

Rich Products,
Buffalo, NY

Safeway,
Lanham, MD

Simcona Electronics,
Rochester, NY

Space Design,
Rochester, NY

**St. Michael
Catholic Church,**
Annandale, VA

St. Rita Catholic Church,
Alexandria, VA

Sundance Marketing,
Webster, NY

The Training Associates,
Marborough, MA

Thrillz Spa & Salon,
Pittsford, NY

Victoria's Hair Salon,
Mendon, NY

**Viking International
Furniture,**
Rochester, NY

**West & Company
Jewelers,**
Webster, NY

What's Next? Sorority,
Rochester, NY

Xerox Corporation,
Webster, NY