

Norma S. Riehle

MARKETING COMMUNICATIONS
GRAPHIC / DIGITAL DESIGN
DESIGN MANAGEMENT



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Areas of Expertise

Conceptualization, strategy, management, design and production of communications for digital, print, email, interaction and branding. Able to communicate design ideas to decision makers as well as educate all levels of staff in the importance of user-centered design by using flow diagrams, wireframes, site maps and prototypes. Best practices utilized for content creation and user experience while delivering digital and graphic assets for maximum usability and consistency. Ability to manage all aspects of complex projects with ease and accuracy. Extreme attention to detail focusing on quality, effectiveness and ROI.

Software Expertise

Adobe Photoshop, InDesign, Illustrator, Dreamweaver, After Effects, Adobe Animate, Business Catalyst web platform, Acrobat, Microsoft Office, Salesforce Marketing Cloud email campaign execution (ExactTarget), Pardot, MarcomCentral, ScrollMotion/Ingage

Technical Skills

HTML, CSS, UX and UI design, all aspects of graphic and digital design, animation design, HTML5 display ads, infographic design, information architecture and app design

Work Ethic

Professional, dependable and detail-oriented with a high level of expectation for the design discipline. Team-oriented and goal-driven.

Education

Master of Fine Arts, Graphic Design

Savannah College of Art and Design, (SCAD), Savannah, Georgia. **Thesis:** *Patterns of the Web, Evolving Intelligent Graphic Design as a Catalyst for Business Initiatives in the Online Environment*

Bachelor of Science, Business Administration

Concentration: Finance and Banking
University of Missouri, Columbia, Missouri

EXPERIENCE

Sr. Digital / Graphic Designer, Design Manager

Large Business Marketing, 2012 – 2017 (Downsizing)

NRG Energy: Houston, Texas

Developed, designed, managed and executed digital, email and print marketing campaigns for NRG large business. Customer reach targeted C-Suite executives in Fortune 500 companies. Provided project management plan and strategic direction with tactical execution and ROI analysis.

Email Designer, 2011 – 2012

NRG Energy / Reliant: Houston, Texas

Designed, built and executed HTML email campaigns for the Reliant retail business using ExactTarget. Volume of emails sent ranged from approximately 150,000 to 500,000 weekly – segmented to specific customer target groups.

Graphic and Interactive Designer, 2010 – 2012 (Contract)

ExxonMobil Global Services Company: Houston, Texas

Designed identity, print media and web interfaces for the Visual Communication Solutions and Public and Government Affairs Groups.

Director of Communications, 2007 – 2011

Christ Church Cathedral: Houston, Texas

Designed and produced all communications for the Episcopal Diocese church in downtown Houston. Responsible for all print media, email communications and website management.

Graphic Designer, 2006 – 2007

St. Martin's Episcopal Church: Houston, Texas

Managed layout and design of all print and interactive communications. Created a new template for the redesign of the website and populated content.

Communications Manager, 2004 – 2006

First Presbyterian Church: Houston, Texas

Project manager on all communication efforts. Responsibilities included copywriting, website management, design and production of brochures, booklets and large format printing.

Director of Communications, 2002 – 2004

Northwoods Presbyterian Church: Houston, Texas

Developed concepts, designed and produced all forms of communication including newsletters, brochures, flyers, external advertising, and all forms of digital media.

CONSULTING EXPERIENCE

Principal / Creative, 2001 – present

2 Chairs Design: Katy, Texas

Owner of design studio developing identity, promotional packages and websites for businesses from conceptualization to production.