

# Susan Franklin

## UX UI Designer

Strategic, process-driven marketing and creative operations leader with 20+ years of experience overseeing creative services, communications, digital strategy, and brand governance. UX/UI certified professional with a strong foundation in graphic design and user-centered digital experiences. Proven expertise in creative design, workflow optimization, resource allocation, and budget oversight. Known for improving operational efficiency, strengthening brand consistency, and delivering high-quality creative outcomes in fast-paced corporate and association environments.

## Experience

### **Director of Marketing & Communications - Association for Home & Hospice Care of NC Nov 2022 - Present**

Led the development and execution of all traditional and digital marketing initiatives, including website strategy and ongoing enhancements. Oversaw the redesign and management of the Member Directory and directed the implementation of the conference app (Cvent). Provided comprehensive project management for webinars, events, and the creation of all marketing collateral.

### **Digital Marketing Team Member - SentiLock Jan. 2022 - Nov. 2022**


Contributed to the planning and execution of integrated marketing campaigns, including account-based marketing (ABM) programs. Managed the development of creative assets to ensure brand consistency and cohesive messaging. Collaborated closely with the sales team to design and deploy strategic digital and traditional marketing initiatives. Managed all social media platforms.

### **Director of Marketing & Communications - Raleigh Regional Association of Realtors Sept. 2019 - Nov. 2022**

Directed high-volume communications and production, campaign development, and content strategy. Managed structured publication timelines for newsletters, podcast production, and member communications. Developed a new member-focused microsite designed to serve as an informational resource and engagement platform for consumers.

### **Vice President, Marketing & Communications - GFA Federal Credit Union June. 2016 - Aug. 2019**

Led user experience and digital strategy initiatives for a \$500M financial institution, aligning business goals with customer needs across digital and in-branch touchpoints. Directed cross-functional collaboration on website design and development projects, branch launch experiences, and vendor partnerships to deliver cohesive, user-centered solutions. Applied data-informed decision-making to optimize digital campaigns and user journeys while maintaining brand consistency and governance across all platforms.

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## Skills

Sketching, Wireframing, UI Design, Interaction Design, Prototyping, Responsive Web Design, User Interviews, Research and Analysis, Project Management, Google Analytics, SEO, problem-solving and critical thinking

## Tools

Photoshop, Illustrator, InDesign, Dreamweaver, Adobe Premiere, Figma, Miro Hubspot, Word Press, Wix, Monday.com, JIRA, Drupal, CVENT, IMIS, Constant Contact, Survey Monkey

## Education

UI Certification | UX Design Institute 2026

Professional Diploma in UX Design | UX Design Institute 2025

Certified Digital Marketing Professional | Digital Marketing Institute 2024

Bachelor of Science, Marketing | Southern New Hampshire University 2021

Associate of Science, Applied Arts (Graphics & Web Design) 2008