

# SUSAN WOODMAN

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## SUMMARY

Extensive experience as a **Project Manager** directing teams in the design of media from initial concept to final product with strong conceptual skills and the ability to bring new ideas to product development integrating project and marketing goals. Creative and innovative **3D Artist** and **Designer** with talent and experience in 3D animation and print design creating fresh, innovative and engaging visual media specializing in children's educational materials.

- Proven ability to maintain project quality and budget under extremely tight schedules using a combination of solid management and communication skills.
- Experience in children's educational products including student books, trade books, posters, games, and literature in the areas of Reading, Social Studies, Science and Math.

## PROFESSIONAL EXPERIENCE

### **Susan Woodman Art & Media**

2011– present

Client projects include complete concept and design of children's books for Heinemann Reader's Intervention Program through Six Red Marbles. Create design from manuscript through all stages of production for Leveled Reader books for Houghton Mifflin Harcourt including photo research and art purchasing through Palmer Associates. Design prototype and supply templates for *Our World Workbook* for National Geographic Learning.

- Versatile in creating a wide diversity of styles and techniques to portray the significant and diverse content for a variety of books with different subject matter for all age levels.

### **Boston University Center for Digital Imaging Arts** Waltham, MA

Professional Certificate in 3D Animation and Interactive Media

2010-2011

Envision and create animations utilizing the techniques of modeling, texturing, animating, lighting and rendering. Produce animations through all developmental stages by creating storyboards, modeling environments and animating characters in an artistic style.

- Designed storyboards and created playground environment for *What Is Mito?*, an animation that teaches children about mitochondrial disease for MitoAction, a non-profit agency.
- Creation of animation to promote communication within the Division of Homeland Security by participating in their First Responder's Contest in Motion Graphics winning 2nd place.
- 2nd Place winner in Design Contest at Boston University for environmental sculpture.

### **Houghton Mifflin Harcourt** Boston, MA

**Design Project Manager**

2006–2009

Strong knowledge base for developing and directing implementation of prototype design for Houghton Mifflin Harcourt student books and educational products. Management of in-house designers and external design studios, photographers and illustrators to create high quality design that supports editorial and marketing goals.

- Trained outside vendors and created design guidelines to substantially reduce outside design costs for Reading, Science and Social Studies programs.
- Established *Journeys Reading 2010* as an engaging and competitive literature program through management and concept development of 150 children's stories.
- Strong conceptual ideas and communication skills developing content individually and with team members that result in competitive and unique signature product features.

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## Lead Project Designer

2001-2005

Develop prototype design for Houghton Mifflin Science, Social Studies, Science and Reading programs exploring new visions, performing competitive analysis and creating prototype elements. Direct in-house designers and design studios through all production stages and create design for special features in student books.

- Successfully lead team in creation of instructionally sound designs for *Houghton Mifflin Social Studies 2005* and *Florida Reading 2003*, award winners in the New England Book Show.
- Created an outstanding artistic design for *Ancient Africa, Asia and Americas*, book securing a key sales adoption of Houghton Mifflin Social Studies in Washington D.C.

## Senior Designer

1994-2000

Create high caliber designs for a variety of educational materials including student books, trade books, large format primary books, and games. Produce and implement prototype design for Reading and Social Studies programs.

- Design contribution for Houghton Mifflin Reading, *A Legacy of Literacy*, which earned an extraordinary 80% market share in California's reading textbook adoption in 2002.
- Establishment of format for design guidelines as a model for future programs.
- Special project includes design of the *American Heritage Student Science Dictionary* for the trade book division creating an accessible reference book for children.
- Designer for corporate pro bono project, *The Courage of Boston's Children*, for the Max Warburg Courage Curriculum establishing a model for future editions.
- Created comprehensive concept sketches for the design of children's stories, posters, and student book pages facilitating in-house approval resulting in a shortened project schedule.

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Fine Artist/Illustrator** Establishment of a fine art card business includes production and marketing of personal paintings as cards, creation of package design, and website. Experience as freelance illustrator for scientific journals and advertising materials.

**Art Editor** for Houghton Mifflin Harcourt and Pearson Addison-Wesley managing art programs for elementary and college textbooks, commissioning and trafficking art through all stages of book production. Art directed photographers, illustrators and photo research for powerful imagery to enhance design.

**Art Teacher** for students in grades K-12 for school curriculum and after school programs in roles as a student teacher, teacher's aid and arts and crafts instructor. Taught classes to engage students in the process of creating art and understanding the role of art in culture.

## SOFTWARE SKILLS

Autodesk Maya 2011 • Pixologic zBrush 4.0 • Houdini UV Layout • Adobe After Effects CS5  
Adobe Flash CS5 • Adobe Photoshop CS5 • Adobe Illustrator CS5 • Adobe InDesign CS5

## EDUCATION

**B.A.** Art Education University of Colorado Boulder, Colorado

Massachusetts College of Art Boston, Massachusetts  
Courses in Photoshop, Illustrator, Dreamweaver