

# Norma S. Riehle

MARKETING COMMUNICATIONS  
GRAPHIC / DIGITAL DESIGN  
DESIGN MANAGEMENT / CREATIVE DIRECTION



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## Areas of Expertise

Conceptualization, strategy, content management, design and production of communications for digital, print, email, interaction and brand awareness. Able to communicate design ideas to decision makers as well as educate all levels of staff in the importance of user-centered design 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, consistency and brand compliance. Ability to manage all aspects of complex projects with ease and accuracy. Extreme attention to detail focusing on quality, effectiveness and ROI. Ability to analyze metrics and data to direct marketing efforts for increased customer engagement.

## Software Expertise

Adobe Photoshop, InDesign, Illustrator, Dreamweaver, After Effects, Adobe Animate, Business Catalyst web platform, Acrobat, Microsoft Office, Salesforce Marketing Cloud email campaign execution, 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, collaborative, and goal-driven with the ability to understand specific corporate culture.

## 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 / Finance**

University of Missouri, Columbia, Missouri

## EXPERIENCE

### **Design and Digital Manager**

**Creative Solutions**, 2017 – Current

NS+R Global / Shell Oil Americas: Houston, Texas

Lead and manage all print and digital creative for Shell Oil Americas through NS+R Global. Define content, creative briefs and scope for projects. Manage time lines, resources and budget while ensuring brand consistency. Maintain effective communications with all client stakeholders for alignment. Promote continuous improvement of processes.

### **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. Volume of emails sent ranged from approximately 150,000 to 500,000 weekly – segmented to specific customer target groups. Analyzed metrics for increased customer engagement.

### **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.

### **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.