



CURRICULUM VITAE

Creative director with over 20 years experience in print and digital media, bringing a proven knowledge of creative strategy, vision, communication, and management with an emphasis on editorial design solutions that put content at the heart of the experience.

SKILLS

CREATIVE STRATEGY

Experienced senior art director with extensive expertise in design for both print and digital platforms. Strong visual flair coupled with in depth typographic ability enables design solutions that are bold, innovative and on brand.

MANAGEMENT

Experience managing teams of diverse personalities in deadline driven environments, leading cross-functional team collaboration. Together with management of internal stakeholders and external agency collaboration.

SOFTWARE

Adobe Creative Suite, InDesign, CCI, Sketch, Validately, Invision

EXPERIENCE

Portfolio available @ suevago.com

FINANCIAL TIMES
Head of Design
2016-present

Creative direction for FT digital products, including FT.com redesign iteration

- Continued evolution of FT.com masterbrand design language.
- Creating components to improve story telling, curation and onward journeys
- Categorising and articulating the product landscape, developing a system to apply degrees of the design language to the broad suite of products.
- Restructuring, recruiting and managing a new team of product designers to work in a fast, iterative and agile product environment.
- Embedding "origami" (a code based component library) as part of the design team to integrate the library's usage in our products, improving consistency and encouraging it's use as the digital style guide.
- Working closely with devs, product owners, editorial, brand and marketing to evolve a consistent design language and visual direction.

THE ECONOMIST
Digital Art Director
2011-2016

Design and art direction of all new and existing digital products, from concept to finished experience. Microsites, apps, infographics and immersive story telling. Creative direction of Economist.com redesign

- Introduction of responsive design methods and mobile first approach to all digital content.
- Built a cross-functional team of design, ux and developers to increase focus on product innovation, user-centred design, testing and prototyping.
- Collaboration with editors, product owners and stakeholders across the business to define project goals and to innovate with editorial content. Constant strategy to improve readers engagement and improve content discoverability through effective design, navigation and visual curation.
- Manage and mentor a cross functional team while ensuring design consistency of the teams output across our varied platforms.

THE ECONOMIST
Senior designer
SPECIAL PROJECTS
2009-2011

Art direction: The Economist ipad app

- Worked directly with developers to reinterpret the print edition to a digital environment. Defined brand and template implementation to a new platform, while maintaining visual integrity of the magazine.

Print edition: New supplement design

- Redesign and templating of new supplements in CCI, including Special Reports and election briefings, from initial concepts to printed edition. Source new illustrators.

INTELLIGENT LIFE
Launch Art Director
2007-2008

Create original design concept for launch, establishing look and feel of new Economist life style title.

- Branding and identity design including masthead, brand typography and style guide.
- Commissioning original photography and illustration, directing and organising shoots.
- Sign-off on all pages for design quality and consistency.
- Nurturing and management of a small design team plus managing department budget.
- Audit of technology needed to set-up the title. Creation of production work flows.

Sue
Vágo

THE ECONOMIST

Senior designer

1998-2007

Weekly print edition

- Implemented introduction of new editorial system CCI.
- Creating all templates and tags, training designers and determining new work flows.
- Commissioning illustration for the weekly issue and cover artworks for supplements.

Freelance Art Editor

1992-2007

Observer Newspaper, BBC Good Food Magazine, She Magazine,
BBC Gardeners World

Art editor

Art editor

City Limits Magazine: Redesigned magazine and introduced macs to the design dept.
Mac User Magazine

EDUCATION

BA Hons in Typography and Graphic Communication. Reading University