# Susana Raffo

Art Director/Toy Designer

Miami, FL, USA

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be.net/susyraffo

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**Industrial designer/Fine Artist. Full time toy designer. I also do freelance Graphic Design at low cost for non-profit organizations. If anybody needs my help I will gladly do so. just send me an e-mail to susyraffo@gmail.com**

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## WORK EXPERIENCE

### Better Toyz

Art Director/Lead Designer

- Lead Toy Production Designer
- Liaison with licensees, sale reps, manufacturers for development of final products
- Execute 2-D renderings, presentations of complete product concepts that communicate creative strategy
- Direct and coordinate the fabrication of models or samples and the drafting of working drawings and specification sheets from sketches.
- Final detailing and specification of approved designs and for development of successful prototypes and final product

February 2015 - Present | Florida, United States

### International Bullion & Metal Brokers USA

Jewelry/Industrial Designer

March 2014 - 2014 | Florida, United States

### The NCC

Graphic/Packaging Designer

- Responsible for design and development of Stanley Black & Decker and Westinghouse brand packaging.
- Conceived advertising campaigns for new products .
- Created original logo and icon designs for packaging.
- Designed brochures, flyers to promote new products while keeping the company's branding image consistent.
- Conceived and illustrated technical drawings for instruction sheets.
- Created manufacturer grade drawings (dimensional product drawings, concept drawings)

April 2013 - 2013 | New York, United States

### Anti-HEroes Project Inc -

Set Designer

Internship and Volunteer Experience

Set design, costume and make-up design for “Mahagonny,” a theatrical production, based on an opera by German playwright Bertolt Brecht

October 2012 - December 2012 | Miami, Florida, United States

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### R.Y.P.E.

Exhibited Artist

Main artwork at the event “L'art des Femmes,” an exhibit offered by the emerging Miami feminist organization R.Y.P.E., presented in 2012 at the “Barrio Workshop” gallery in Little Havana, Miami.

June 2012 - June 2012 | Florida, United States

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### Bistoury Physical Theater

Set Designer/Make-up Artist/Wardrobe Stylist

"Assassins for One Night" A Dance Theater performance piece combined with video installation.

May 2011 - June 2011 | Miami, Florida, United States

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### Sheridan Eye Care

OD. Technician/Retail

- Managed office/ Handled Doctor of Optometry appointment's book.
- Performed patient's pre-testing, which includes operation of auto refractor, autotonometer, and visual field machines.
- Recommended appropriate frames and lenses in order to suit patient 's needs. Provided appropriate frame adjustments and fitting of ophthalmic frames.
- Used Essilor edging machine for cutting ophthalmic lenses.
- Used lensometer to check accuracy of lens prescription coming back from optical laboratory.
- Trained new employees passing down knowledge and experience.

August 2010 - December 2012 | Davie, Florida, United States

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## EDUCATION

### Pratt Institute

Associate of Fine Arts

I studied Fine Arts for a couple of months.

August 2013 - December 2013 | New York, New York, United States

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### The Art Institute Of Fort Lauderdale

Pursuing Bachelor of Science in Industrial Design

GPA 3.9/4.0
Deans List 2008-2011
Deans Honor Roll Winter 2012

September 2008 - 2012 | Fort Lauderdale, Florida, United States

## LANGUAGES

**English** (Fluent)

**Spanish** (Native)

## SKILLS

**3D Modeling**, **Adobe Illustrator**, **Adobe Photoshop**, **Concept Sketching**, **Customer Service**, **Google SketchUp**, **Hand Rendering**, **Mac Platform**, **Microsoft Office**, **Model Making**, **Painting**, **Sculpting**, **Sewing**, **Team Work**, **Woodworking**, **Digital Rendering**, **Finearts**, **Quickbooks**, **Solidworks**