

Sue Randall

Creative Director and UX Strategist

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Park City, Utah

Builds brands, websites and publications for sport, outdoor, health and wellness, hospitality and luxury real estate clients. Hands-on from strategy and research through design systems to launch. Case studies at onlyeyedesign.com.

WHAT I BRING

Brand and visual design: brand systems, identity, art direction, editorial design, presentations

Web and ecommerce: websites and Shopify, content structure, search and AI visibility (SEO and AEO), analytics

AI in the workflow: AI-assisted research, design and prototyping; a design system shared as a Claude skill

Product and UX: information architecture, user flows, wireframes, UI, design systems, prototyping, accessibility

Production and project management: intake to delivery, timelines, vendors, print estimates and production

Marketing and content: email marketing, organic social content, digital ad design, copywriting and editing

EXPERIENCE

Principal, Creative Director and UX Strategist

2009 to present

Only Eye Design, Park City, Utah

- **U.S. Soccer, Integrated Performance Support:** designed the identity, model and design system (packaged as a Claude skill) that unite six domains as one performance group: Performance Science, Performance Medicine, Performance Nutrition, Performance Innovation, Data Analytics and Performance Mindset (coming soon). Planned the site map and wireframes for its ten-page hub on ussoccer.com with IPS leadership, the domain leads and U.S. Soccer's web team.
- **Far West Development Initiative, The Young Skier's Guide:** 12 co-branded editions of a ski racing guide for ten clubs, academies and federations, including the Czech Ski Association, with every deadline met. Project manager, designer and copy editor; also linked each technique in the printed guides to its video through QR codes.
- **Linsly Donnelly:** brand, a customized Showit website, and Flodesk email setup and design for a coach and speaker, launched on budget.
- **SONDORS:** designed and produced the IPO presentation deck for the electric bike and motorcycle maker, working directly with its leadership team.
- **Log Haven and Longoria Wines:** wine labels for their collaboration over several vintages. Hired and directed an illustrator, placed new artwork and text, built front and back production files, and managed print runs and shipping.
- **Selected projects:** the Tesla x CMG partnership pitch deck for Comfort Motion Global; presentation decks and YouTube and social graphics for Netflix co-founder Marc Randolph; a branded presentation system for Canyon Ranch speakers, with a wide range of layouts, optional imagery and an in-depth usage guide; a lookbook for Helzberg Diamonds; design and production on Tommy Bahama dinnerware packaging; and web articles for Ski Racing Media, adapted from the Young Skier's Guide's nine key concepts.

Other notable clients include Red Bull, Sundance Institute, Icebug and Stein Eriksen Lodge.

Creative and Marketing Consultant

2024 to present

PROSPER, Park City, Utah (contract, remote)

Designed a 50-page resilience and performance guide, sub-brand marks and collateral for the women's health and performance organization, and sourced and directed the agency behind its website and podcast art.

Brand and Creative Partner, U.S. Marketing

2019 to present

LOWA, Park City, Utah (contract, remote)

- **Homepage refresh (2026):** checkouts from sessions that began on the homepage rose 44% in the first five weeks after launch, on about 10% fewer visits. Ran the 38-question stakeholder kickoff, researched competitors and shopping paths, and built the developer-ready Figma file for desktop and mobile.

- **Ecommerce:** homepage updates, product page redesigns with LOWA's developer, and seasonal product launches (imagery, copy, product data), through the move to Shopify Plus.
- **Print:** 30+ seasonal workbooks, catalogs and brochures for five product lines, adapted from LOWA's European designs for the U.S. market.
- **Brand and campaigns:** art direction, U.S. adaptations of LOWA's European campaigns, trade show graphics, and templates and training for in-house hires.
- **Audits and AI:** UX, SEO and AI-search audits with prioritized plans, and AI-generated 360° product rotation tests.

Marketing Coordinator

2022 to 2025

The Agency RE, Park City, Utah (contract, hybrid)

Liaison between The Agency's Los Angeles headquarters and its Park City agents; managed website updates and produced marketing materials for agents and the Park City office.

Creative Director and Lead Designer

2009 to 2016

Radian Technical Marketing, Park City, Utah (contract, remote)

Oversaw design for clients from oil, gas and water engineering to technical climbing equipment and retail.

Marketing Director

2007 to 2009

Silver Queen Hotel and Sterling Real Estate, Park City, Utah

Directed marketing for a boutique hotel and a luxury real estate brokerage under common ownership.

Senior Art Director and Graphic Designer

1998 to 2007

Dering, Elliott & Associates, Park City, Utah

Advertising and marketing kits for luxury real estate, resorts and private residence clubs (Destination Club Partners).

Production Artist and Designer

1991 to 1998

U.S. Ski & Snowboard, Park City, Utah

Designed and produced journals, magazines, newsletters and training manuals, including copywriting.

TOOLS

Design: InDesign, Photoshop, Illustrator, Figma, Canva · **AI:** Claude, Claude Design, Claude Code, ChatGPT, Gemini · **AI image and video:** Firefly, Midjourney, Higgsfield, Magnific, DomoAI, Kling 3, Seedance 2 · **Web and ecommerce:** Shopify Plus, Showit, Squarespace, WordPress, Webflow, GitHub · **Search and analytics:** Semrush, Google Analytics, Search Console · **Email:** Klaviyo, Flodesk, Mailchimp · **Workplace:** Asana, Slack, Salesforce, SharePoint, Microsoft 365, Google Workspace

EDUCATION

B.S. in Mathematics, coursework in marketing. St. Lawrence University, Canton, New York

Media Design Technology. Salt Lake Community College

Web Design and SEO Certificate. University of Utah

Foreign Studies, Arts and Culture. American Institute, Vienna, Austria

Continuing education. Interaction Design Foundation, Maven, UX Mentoring and Training, User Experience Inner Circle

BEYOND DESIGN

Coach and guide, U.S. Paralympic Nordic Ski Team

Two-time U.S. Olympic Nordic Ski Team Trials finalist

Sponsored athlete and brand ambassador for Team Bonne Bell and the Fischer/Salomon marathon team

Design recognized by Virtuoso as a best-practice example among partner hotels

RECOMMENDATION

"Sue does outstanding work and has a meticulous eye for detail. Her designs are beautiful, detail oriented, and perfectly captured our vision. Sue is a true professional – delivering the highest quality work on time and on budget."

Dr. Jennifer Wagner, Chief Health and Performance Officer, Canyon Ranch; founder of PROSPER