
CV

ANDREW SULEMA



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est. London | England

> Website

> LinkedIn

intro

Senior ambidextrous design leader and yoga teacher with an aptitude for problem-solving. Nibble thinker, adaptable and experienced with brand stewardship for B2B, B2C & CSX target markets. Rapid understanding of business objectives, fresh thinking, and solid execution. Passionate about identifying white space opportunities, creating exceptional customer experiences, enriching business models with beautiful digital innovations

work

est. 2006-Present

Gorilla Industries | [sulema.net](#)

2021-2024

Corepower Yoga

2014-2019

Cisco Systems

2005-2008

Fahey - Davidson

2003-2005

Supon

1999-2003

Discovery Communications

1997-1999

Porter Novelli

1996-1997

Manugistics

1994-1996

Magnet Interactive Studios

commu- nication skills

My career development: each role and interaction is unique and unpredictable; I use emotional intelligence to foster understanding and progress. I create space for mutual respect and empathy to handle challenges, recognizing that everyone deserves to be heard

interests

Travel | Scuba | Nature | Music | Yoga
Typography | Photography | F1...

education

1990-1994

Corcoran College Art + Design

Bachelor of Fine Arts | BFA

Graphic Design

business skills

My leadership style continues to leverage business acumen to drive growth and increase revenue with tangible data-driven results. I always promote and build genuine client, customer, or peer relationships to foster transparency and teamwork. I pivot and balance priorities and challenges to create efficient systems to maximize time towards vital and strategic goals that grow and propel the business forward

branding

Design

> Logos

> Print & Digital

> Web

ui/ux

Customer Experience Solutions

> Rogers

> AT&T

> Cisco



work

2014-2019

Cisco Systems

Senior Manager UI | UX

Achieved success with design-thinking, driving business goals and delivery of end-to-end collaboration tools, with a focus on the customer journey and end-user compatibility requirements to enhance the customer experience

Developed world-class UX/UI engagements with simple intuitive design-thinking and efficient, smart implementation

In the first year, designed and managed UI/UX for Rogers Unison. Modernized and up-leveled the capabilities of an enterprise-wide self-serve web portal, softphone, and fixed mobile convergence application to one that is now recognized as best-in-class

Led a team of UX designers in the US and India, establishing a highly collaborative, productive fluid and cohesive team

Collaborated with upper management, developers, business analysts, system analysts, project managers, product owners, quality assurance, UAT, SIT, scrum masters

Performed key role in improving UX/UI for AT&T's Collaborate app product and services. Refined the UI, typographic, and CATO compliance requirements

Managed multiple mobile UX projects for AT&T, Verizon, Telenor, BT, Orange, and Gamma, each being successfully launched on web, iOS, Android platforms

Achieved success managing contracts as it related to UX/UI by implementing strategies and timelines, managing budgets, and contributing to statements of work and level of effort documentation

2005-2008

Fahey - Davidson

Senior Art Director

Designed and managed advertising for The Nature Conservancy published and distributed world-wide

Updated the brand for William & Mary College with edgy design styles and contemporary typography

Managed Sprint account producing collateral and marketing materials to target new market segments

2003-2005

Supon

Art Director

Created marketing collateral and data manuals for MCI, Microsoft, and Hughes Network. Art directed photoshoots and led a team of designers to capture and implement strategic campaigns

As part of the executive creative staff, worked on strategic campaigns for AOL and TimeWarner to be used as a benchmark sales tool, as well as programs throughout the company

1999-2003

Discovery Communications

Art Director

Led all print design initiatives for Animal Planet, creating brand collateral, title treatments, logos and brochures for Discovery Channel and Discovery Health

Procured novelty items and designed corporate giveaways for BBC America, TLC and Animal Planet

Designed an interactive flash quizzes distributed to the public and hosted on the web

awards

2018 | J.D. Power Award
Business Wireline

Rogers Unison Suite

- Recognized Creative
Leader for Global Reach
Clients in the Fortune 100
Telecommunication Space



academic

Lead Instructor

Boston University Center for Digital
Imaging Arts | cdia | D.C.

The Boston University Center for Digital Imaging Arts at Boston University focused on career-oriented education and training in the rapidly emerging digital arts fields

As lead instructor provided instruction in the fundamentals of graphic design, developed students of all levels to become familiar with print and web to be prepared for real-world business scenarios. Taught the importance of typography and how it relates across different mediums and platforms

Mentored with care and attention, expanded, advanced and evolved students for portfolio preparation as part of the curriculum giving students insight and setting expectations to build confidence and strength in the interview process

apps

Adobe Suite

Microsoft 365 suite

Figma

Wordpress

Elementor

SmartSheets

Atlassian

Jira

Google Suite

Salesforce

Concur

Mac

PC

iOS

Android

gorilla ind.

est. 2006-Present

Gorilla Industries | sulema.net

Boutique freelance graphic design service agency. Oversee all business objectives, graphics, and marketing. Instituted a Gorilla adoption initiative to help protect and conserve endangered Gorillas

As creative director for Big Sister of Boston, crafted innovative digital strategies that drove internal engagement and brand awareness. Successfully designed and delivered annual reports, main website, and other marketing collateral distributed to stakeholder and executive leadership

2010-2013

Gorilla was selected by BroadSoft to lead the design direction, create the brand campaign and deliver BroadSoft Connections materials including logos, collateral, and the conference website, growing participation and sponsorship exponentially

Larry King Cardiac Foundations requested a micro site to help increase sponsorship and raise more funds to support the cause. Designed a custom page to capture details and process payments

Developed a new service brand under the Drum Loyka and Associates banner, crafted key positioning statements, and instilled a consistent brand personality in all communications, contributing to more client engineering projects and continued customer satisfaction

studio area- manager

2021-2024

CorePower Yoga

Solutions Focused Leader

Implementation of practical processes and procedures to reverse the negative effects of Covid at the Tenleytown studio. Faced with a low teacher pool and attendance, retention challenged me to look for alternate strategies to increase membership bring in new teachers to create more classes

Thinking Outside of the Box Mindset

One strategy involved recognizing potential teachers from students in class as well as visiting nearby universities to promote the studio which increased demand. Coaching new students in the 3 week Teacher Training program. Once completion of the program, allowed the schedule to have more classes with increased class counts and new memberships

Leadership & Trust

Both studio's fiscal success came from growing the business, increasing membership, building community, creating a place to practice with new teachers mixed with some of the most experienced teachers in the area

Dupont Circle studio exceeded all expectations beyond all forecasts

- Proven ability to lead & motivate staff and develop optimized operational efficiencies
- Drove growth across multiple locations
- Thinking creatively to implement new customer engagement events
- Ensure exceptional client experiences while fostering a positive culture so as to align with the core values of yoga

2021

Tenleytown Studio | D.C. | Studio Manager

Membership Growth INCREASE
pre-covid 126 | post-covid 25 > 115

Teacher Growth
pre-covid 29 | post-covid 7 > 19

Class Count
pre-covid 79 | post-covid 15 > 52

2022

Dupont Circle | D.C. | Area Manager

Membership Growth INCREASE
pre-covid 294 | post-covid 174 > 400

Teacher Growth
pre-covid 32 | post-covid 27 > 30

Class Count
pre-covid 89 | post-covid 66 > 79

2022-2024

Dupont Circle Studio | D.C. | Stats

Nº.1 Studio | Nationwide | 2x yrs

Membership Growth > 118%

Membership Revenue > 131%

YRO Revenue > 130%

Y&O Revenue > 138%

Non-membership Revenue > 158%

New Students > 72%

yoga

2024-Present

Flow Yoga Studio

OneLife Fitness

Crunch Fitness

American University

HHMI

certs.

Yoga Alliance | RYT200HR

Yoga Sculpt | 50HR

Adult AED/CPR | certified