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# CV

ANDREW SULEMA



Washington D.C. 20015

est. London | England

> Website

> LinkedIn

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# 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

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# 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

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# commu- nication skills

Emotional Intelligence | Listen  
Constructive Feedback | Respect  
Empathy | Collaborate | Responsive  
Awareness

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# interests

Reading | Learning | Growing | Travel  
Sun | Snow | Scuba | Nature | Music  
Yoga | Typography | Photography | F1

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# education

- 1990-1994  
Corcoran College Art + Design  
Bachelor of Fine Arts | BFA
- Graphic Design

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# academic

- 2010-2014  
Boston University Center for Digital  
Imaging Arts | [cdia](#) | D.C.
- Lead Instructor | Graphic Design  
Web Design Fundamentals

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# business skills

Leadership | Adaptability | Critical  
Thinking | Project Management  
Results Driven | Client Connection  
Data Analysis | Open Communication  
Vision & Planning | Team Collaboration  
Business Acumen | Pivot & Balance

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# branding

- Design
- > Logos
- > Print & Digital
- > Web



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# work

2014-2019

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## Cisco Systems

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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

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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

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

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

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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

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## Fahey - Davidson

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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

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## Supon

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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

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## Discovery Communications

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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

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# awards

2018 | J.D. Power Award  
Business Wireline

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## Rogers Unison Suite

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



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# academic

Lead Instructor

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

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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

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# apps

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Adobe Suite

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Microsoft 365 suite

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Figma

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Wordpress

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Elementor

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SmartSheets

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Atlassian

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Jira

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Google Suite

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Salesforce

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Concur

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Mac

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PC

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iOS

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Android

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# gorilla ind.

est. 2006-Present

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Gorilla Industries | [sulema.net](http://sulema.net)

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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

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2010-2013

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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

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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

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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