

Suzanne Nason

Suzanne Nason is a brand strategist, marketing innovator, award-winning product & web designer and illustrator. Her work in brand development, website strategy & design, product and package design, promotional marketing and character illustration is as diverse as her uncommon intuition and her ability to uncover the soul and essence of each clients' brand, delivering it in a unique, memorable and unexpectedly clever way.



The Principal and Founder of Tw!st Studio, Suzanne is much more than a graphic designer -- she has a special and unique "twist" that she brings to each project.

A primary ingredient in Suzanne's success is her completely customized approach to every client's project. Her clients expect and receive an inspired design direction that is uniquely successful because it addresses their brand, their client base and their position within the competitive landscape. Her branding work translates core messaging in resoundingly compelling ways, inviting consumer audiences to read, to buy, to visit, and simply to participate in the forums they offer.

A unique understanding of the consumer marketplace led Suzanne to develop a successful collectibles division for Media Arts Group during the early years of her career. She single-handedly created an entire line of original movie collectibles which won Media Arts Group contracts with paramount, MGM, Universal Studios and Turner Entertainment.

She has worked with over 100 entrepreneurs building full brands, as well as working on projects with giants such as Pepsi, eBay, Expedia, Tony Robbins, Ernest & Julio Gallo, Hewlett Packard, Kaiser Permanente, Nintendo, Philips Semiconductor, Warner Brothers and Turner Entertainment.

Suzanne has a BFA in illustration and a BA with honors in Graphics/Packaging from Art Center College of Design in Pasadena, California. She has been on the Board of Directors of the Lawrence Pech Dance Company and has taught advanced graphic design at the Academy of Art University in San Francisco. She has been acknowledged by Forbes magazine and the Webby's for her innovative web design.

*Be a Genius in the Business of your Business
It's All About People*