



[Jaime Zucker '00](#) is a Brand & Identity Designer as well as Creative Director at Sugar Lane Graphics. She has over 14 years of professional hands-on experience as a graphic designer, creating, establishing and maintaining social, corporate, non-profit and lifestyle brands through print, digital and user experience. Her clients include Blue Cross Blue Shield, Johnson & Johnson, Temple University Health, and the PA Convention Center. She has won American Inhouse Design Awards in 2008 and 2010.