

Tracey Ryan

120 Edgeview Dr #2416, Broomfield, CO 80021 | Tracey@GreenRabbitDesigns.com | 208 695 4608

HELLO!

Hello,

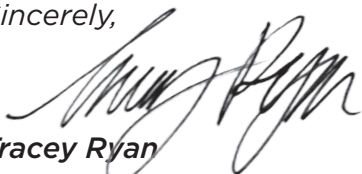
Thank you for taking the time to find out more about me and what I can do for your design needs! Let me start with a little introduction of myself...

I'm an artist, "OCD perfectionist", all-around creative person, and have been a professional graphic designer for over 5 years now. I'm a life-long artist, I love design, and I love any opportunity to exercise my creativity! I like to do more than just "make things pretty"; I love projects that make me think and that offer new challenges. While I specialize in print, layouts, and production work, I truly feel that I'm equipped to take on anything!

Throughout my career, I've had the opportunity to work with clients from many different industries, and have acquired a handy assortment of skills as a result. I have always adhered to the highest standards and have demonstrated strong design skills, artistic ability, professionalism, high quality, creativity, and dedication to my clients and projects.

The success of my clients is the true measure of my own personal success, and nothing makes me more proud than to see my work promote that success! I truly believe that great design isn't taught or learned, it's an INSTINCT. That said, I prefer to let my work speak for itself. So if you haven't already, go ahead and take a look through my portfolio. And of course, send any questions you have for me!

Sincerely,



Tracey Ryan
Graphic Designer

Check out my portfolio at: www.GreenRabbitDesigns.com

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EXPERIENCE

Green Rabbit Designs

Graphic Designer/Owner, 2010 - Present

This is my freelance graphic design business, where there are a number of different clients and needs, but general skills are listed here.

Projects: Logos/branding; printed materials including marketing collateral, direct mail pieces, catalogs, layouts, packaging, ads, and signs; presentations, trade show materials, internal business documents, and reports; content editing and creation, including copywriting and photo editing; web design including web sites, banners, and social media

- **Organization:** File, resource, and project management, prepress prep, and strong communication throughout the process
- **Excellence:** High quality standards, attention to detail, adaptability, and versatile skill set
- **Comprehensive Design:** Thorough research and conceptualization prior to creating designs and effective information hierarchy within designs

Power Marketing Consultants

Graphic Designer, 2011 - 2015

883 N Wildwood St, Boise, ID 83713

Power Marketing is a marketing, consulting, and fulfillment company where designs are created within a marketing framework.

Projects: Marketing collateral, including brochures, ads, promo pieces, signage, and catalogs; web ads, forms, presentations, social media assets, reports, guides, and more

- **Versatility:** Produced top-quality designs for clients in a variety of industries
- **Efficiency:** Worked within deadlines and budgets, managing project pipelines
- **Collaboration:** Created work that is not only visually appealing but also consistent with desired marketing messages, by working with existing pieces and other team members

The Newsletter Pro

Senior Designer, 2013 - 2014

9941 W Emerald St, Boise, ID 83704

The Newsletter Pro is a full-service design, printing, and mailing company specializing in monthly print newsletters. Clients vary in company size and industry.

Projects: Layouts for newsletters, email newsletters, coupons, envelopes, media, trade show materials, and insert ads

- **High-Productivity:** Efficiently meet tight deadlines in a high-volume, fast-paced production environment
- **Quality Assurance:** Oversee work of new designers, assist in training, and prep and proof final design files for print, troubleshooting as necessary, and ensure high-quality final product
- **Teamwork:** Communicate and collaborate with team members at each phase

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SKILLS

Primary Proficiencies:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Flash
- Adobe Acrobat
- Microsoft Office
- Mac & PC Platforms
- HTML & CSS Coding
- Javascript/Jquery

Top Personal Skills:

- Fundamental Design Instinct
- Genuine Creative Originality
- Dedication to Excellence
- Highly Organized and Efficient
- Strong Focus and Problem Solving

EDUCATION

Sessions College for Professional Design

Sessions offers a design-centered, Adobe-based, and skill-focused education in various design, art, and marketing career fields.

AOS Web Design, 2013

Web design courses and curriculum included:

- Adobe training in Dreamweaver, Fireworks, and Flash
- Coding for HTML, CSS, Flash/Actionscript 3, Javascript /Jquery
- Optimization and responsive design techniques
- UI and UX design and web accessibility

Graphic Design Master Certification, 2011

Graphic design courses and curriculum included:

- Adobe training in InDesign, Illustrator, and Photoshop
- Fine art courses including drawing, principles of design, and color theory
- Marketing and business management
- Brand and identity development
- Layout design and pre-press preparation

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