

# Tracey Ryan

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

## 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

**Check out my portfolio at: [www.GreenRabbitDesigns.com](http://www.GreenRabbitDesigns.com)**

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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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