

# TRACY GRAHAM CRACKER

TRACYGRAHAMCRACKER.COM

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San Francisco, CA  
630-974-9309

Design professional with a passion for producing innovative designs that attract attention, drive response and create an experience.

## TECHNICAL SKILLS

RESPONSIVE WEB DESIGN  
GRAPHIC DESIGN  
PHOTOGRAPHY  
BRANDING and IDENTITY  
IMAGE MANIPULATION  
TYPOGRAPHY  
SOCIAL MEDIA MARKETING  
ILLUSTRATION  
PRINT and DIGITAL ADVERTISING

### Applications:

Expert proficiency in Adobe Creative Cloud environment applications (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver), InVision, MailChimp, Bridge, Lightroom, TextWrangler, Microsoft Office

### Web Languages:

HTML, CSS, PHP

## EXPERIENCE

August 2016-Current • **Freelance Senior Art Director** • Razorfish

*Clients* HP Enterprise

- Conceptualize, layout and design responsive solutions for interactive websites while working with developers and creative director to fulfill clients needs and expectations.
- Craft custom new business pitch material with executive level staff.

April 2015-July 2016 • **Senior Designer** • Sandstorm Design

*Clients* Accuity, National Association of Realtors, Mullins Food Group, NOW Foods, Kimmel Center, Holden International, Crown Packaging

- Layout, design and develop working prototypes of responsive websites focusing on the user interaction and experience.
- Develop and maintain consistent identities and brand standards across social, digital and print marketing materials.
- Layout and design info-graphics and icons.

October 2014-April 2015 • **Integrated Designer** • Chicago Tribune Media Group

- Layout and design digital marketing materials, print promotions and emails campaigns.
- Research and find CMS solutions for online media and event management.

2010-2013 • **Manager of Interactive Media** • Ravinia Festival

- Created digital marketing graphics and managed content for the website and digital signage throughout the park using HTML, CSS and javascript in their own CMS system.
- Redesigned the website, designed and managed the development of first iOS app.
- Managed all daily promotional and informational mass email communications sent to a 300,000+ database of recipients.
- Exceeded sales goals 3 years in a row.

2005-2010 • **Senior Designer** • CushmanAmberg Communications (acquired HealthInfo Direct)

*Clients* LifeFitness, Brunswick, Mario Tricoli, InterCall, Mastro Auctions, ACCO Brands, Abbott, Dynalabs, Baxter BioScience, Walgreens, Centrix Pharmaceuticals

- Website design for news sites, landing pages and promotional micro-sites.
- Design and code HTML emails, newsletters, and agency marketing efforts.
- Layout and design logos, sales aids, packaging, advertising, direct mail and trade show art.

## EDUCATION

Illinois Institute of Art • Bachelor of Fine Arts, Visual Communications • September 2004

## PERSONAL PROJECTS

2012-present • **Co-Founder, Photographer, Contributing Writer** • Danger!Sound

Online music publication reviewing and previewing albums, tracks and concerts.

*thedangersound.com*

2009-2013 • **Co-Founder, Photographer** • Lost In Concert

Online publication focused on the live music experience, striving to capture once in a lifetime concert moments in photos in an effort to keep the concert experience alive forever.

*lostinconcert.com*

## VOLUNTEER WORK

2010-present • **AIGA Chicago**

- Manage and coordinate communication between representatives from agencies in Chicago's design community for AIGA Studio Walks (2010 & 2011 Chicago Design Week).
- Event photographer for various AIGA events.