

EXPERIENCE

September 2016-Current | Sr. Art Director | Extractable

Clients: Meridian, Golden1, TCF, Pure IP, Nvidia, Patelco, GECU, Stanford Health Care

- Collaborate and manage developers, UX teams, and creative directors in producing projects from inception to finish, as well as communicate the processes and products to the client.
- Conceptualize, layout and design responsive solutions for interactive interfaces for online banking and healthcare websites.
- Craft and present custom new business pitch material.

August 2016 -September 2016 | Freelance Sr. Art Director | Razorfish

Clients: HP Enterprise, Hulu

- Collaborate with creative director and manage teams of developers to fulfill clients' needs while conceptualizing, creating layouts, and designing responsive solutions for interactive websites.
- Craft custom new business pitch material with executive level staff.

April 2015-July 2016 | Sr. Designer | Sandstorm Design

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

- Layout, design and collaborate closely with teams of developers to create the best online responsive websites, focusing on user 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

- Create and manage digital marketing graphics and content for promotional communications, website, and digital signage throughout the park using HTML, CSS and javascript in CMS system.
- Complete redesign of marketing website, and manage the development of first iOS app.
- Manage all daily promotional and informational mass email communications sent to a 300,000+ database of recipients.
- Exceed ticket sales goals 3 years in a row.

2005-2010 | Sr. Designer | CushmanAmberg Communications (acquired HealthInfo Direct)

Clients: LifeFitness, Brunswick, Mario Tricoci, 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/San Francisco

- 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.

TRACY 
GRAHAM

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Creative professional
passionate for producing
innovative experiences that
attract attention, foster
community, and develop
strong brand identity.