

tracyshaw

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PROFESSIONAL BACKGROUND

creative director

Continuum Managed Services - 2013 - present

Responsible for the user experience of cloud-based SaaS products including file sync and share, cloud infrastructure management and remote dashboard monitoring. Work cross-functionally with marketing to establish and maintain corporate brand guidelines for continuum.net. Manage and provide design direction to junior designers and freelancers.

art director

Care.com - 2010 - 2013

Responsible for the creative execution of all social media strategies including mobile and iOS app design, along with other major product initiatives for Care.com. Work cross-functionally with the brand, product, marketing and engineering teams to determine site features and overall user experience/flows. Manage and provide design direction to mid-level, junior designers and freelancers.

Karoo selected as a Webby Honoree - April 2013

senior designer

Avenue100 Media Solutions - 2009 - 2010

Responsible for the overall branding, usability and visual design for CourseAdvisor.com, StudentAdvisor.com and EducationGrant.com, among others. Managed creative resources. This included overseeing all projects, providing art direction and assigning work to junior designers and freelancers.

web/ui designer

NameMedia, Inc. - 2007 - 2008

Lead designer for BuyDomains.com and Afternic.com. Tasks included working directly with product managers to improve web usability, weekly sites enhancements and new product initiatives (such as Afternic Auctions) along with a full redesign/rebranding of Afternic.com. Other responsibilities included the branding/identity design for several e-commerce websites such as HD.com, SnowboardOutlet.com and Camera.com. Provided design support to sites such as Photo.net, DavesGarden.com, ActiveAudience.com and SmartName.com, as needed.

senior designer

Upromise, Inc. - 2004 - 2007

Tasks included the design/layout of the Email Marketing Campaign for Upromise members, as well as providing art direction on marketing initiatives, weekly web updates for Upromise.com, and various direct mail pieces. Key responsibilities included layout, art direction and development of overall design concepts, training new employees, overseeing work of junior designers and assigning projects to the creative team. Creative work used by national companies such as ExxonMobil, Kellogg's, Bed Bath & Beyond, McDonald's and more.

multimedia production coordinator/designer

Mazer Digital Media - 2002 - 2003

Led a team of ten people in producing interactive mathematic lessons (Grades K-6) for Houghton Mifflin's Ways to Success CD-Roms. Produced literature textbooks (Grades 6-12) for the web, complete with interactive activities, for Prentice Hall Literature iText.

WHAT I DO

- o creative direction
- o user experience design
- o mobile and app ui design
- o social media integration
- o graphic/print design
- o corporate identity & branding
- o email design
- o illustration
- o film & video production

SOFTWARE

- o adobe creative suite
- o omnigraffle
- o final cut pro
- o microsoft office

EDUCATION

b.a. - studio art

suny oneonta, oneonta, ny

1997-2004