

tracey wolfgang

GRAPHIC DESIGNER

CONTACT	EXPERIENCE
<p> twolfgang20@gmail.com</p> <p> 630.484.8457</p> <p> traceywolfgang.com</p>	<p>GRAPHIC DESIGNER</p> <p>FTD/Remote/Nov 2020-current</p> <ul style="list-style-type: none">· Design graphics for the consumer facing side of the business, including emails, site assets, web ads, social posts and mailers· Design graphics for the B2B side of the business, such as emails, site assets, catalogs, posters, calenders, merchandise and packaging· Help lead the creative team through a full company rebrand· Designed new rebranded packaging for dropship bouquets· Worked with St. Jude to design emails, flyers and inserts to promote our collaborative bouquets· Worked with the Rose Bowl and Rose Parade to design printed inserts
EDUCATION	
<p>SCHOOL</p> <p>University of Missouri</p> <p>BACHELORS DEGREE</p> <p>Textile & Apparel Management</p> <p>TRACK</p> <p>Product Development</p> <p>MINOR</p> <p>Business</p>	<p>FOUNDER + DESIGNER</p> <p>Wolfgang Creative Co./Remote/Oct 2018-current</p> <ul style="list-style-type: none">· Started my own freelance graphic design business, specializing in both print and digital graphics· Work with clients to help them fullfill their marketing design needs with infographics, white papers, newsletters, web ads, landing pages, print ads, brochures and more· Have long running contracts with a few companies, such as Informa Engage, Questex, Split Reed and loanDepot· Have worked with prominent clients, such as Verizon, New York Life, OREO, RITZ, California Milk, Campbells and Bush's Beans· Have also had the pleasure of working with some small businesses and start-ups on one off projects
SKILLS	
<ul style="list-style-type: none">· Adobe Illustrator· Adobe Photoshop· Adobe InDesign· Adobe Dreamweaver· Adobe After Effects· WordPress· Typography· Calligraphy	<p>LEAD GRAPHIC DESIGNER</p> <p>LÍLLÉbaby/Remote/Oct 2016-Oct 2018</p> <ul style="list-style-type: none">· Design all visual materials for the sales, e-Commerce and social media team· Designed all digital artwork, including newsletters, web ads and landing page banners· Designed all print marketing materials, including posters, post cards, catalogs, brochures and sales sheets· Organized and assisted at photoshoots· Designed collaboration artwork with Disney, Nordstrom, Blizzard and Otterbox <p>ASSISTANT GRAPHIC DESIGNER</p> <p>Krista K/Chicago, IL/April 2016-Oct 2016</p> <ul style="list-style-type: none">· Designed graphics for the stores e-Commerce site and social media· Assisted at photoshoots & edited all photos from shoot· Created graphics to promote designer brands such as Rag & Bone