



VISUAL DESIGNER | AUSTIN, TX

Tracy Turner
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RECOMMENDATIONS

“Tracy has led the team in numerous projects with enthusiasm, adapted to change like a champ, assumed many responsibilities in addition to design and kept everyone moving forward.”

Guliz Sicotte, VP of Digital Experience
Volusion LLC.

“I have worked with Tracy for about a year and a half and it has been a sincere pleasure. She gets along with everyone and even in the tensest of situations, remains a consummate professional.”

Jenn Hanley, Visual Designer, Volusion LLC.

SOFTWARE PROFICIENCIES

Adobe Creative Suite, Sketch, Prismic, Drupal, working knowledge of HTML & CSS, Basecamp, Asana, Target Process, Marketo, Usertesting.com, GA, JIRA, Target Process, Dropbox, Betterworks

Some of my favorites: InVision App, Slack, Crazy Egg, Evernote, Google Docs, Zeplin

EDUCATION

Missouri State University
BFA in Graphic Design | Graduated 2008

PROFESSIONAL EXPERIENCE

Sr. Visual/UI Designer

Moza a Volusion LLC. Brand, Austin, TX | May 2016-Present

- Design the UI framework for the Moza Sales assistant native app
- Determine & execute the design strategy for all marketing materials across 3 social channels, email campaigns & 100+ pages on moza.com
- Monitor site performance & campaign success via GA

Design Manager

Volusion LLC., Austin, TX | May. 2015-May 2016

- Cultivate a creative team environment to encourage skill development and data driven ideas for site optimization
- Responsible for design direction & project management for a team of 4 designers across 3 brands
- Prioritize all projects for my team using Target Process & an Agile work flow based on a two week sprint cycle
- Test design concepts & monitor their success once launched

Sr. Visual Designer

Volusion LLC., Austin, TX | Dec. 2012-May 2015

- Optimize the user experiences on Volusion.com & Moza.com through testing innovative designs via user & A/B testing
- Develop print and online marketing campaigns to increase conversions on Volusion.com

Digital Art director

Romney for President, Boston, MA | Nov. 2011-Oct. 2012

- Designed & managed the online store that processed over 700,000 orders in 2012
- Responsible for the creation & art direction of content viewed by more than 1 million visitors/mo
- Art Director and project manager for a team of 6 graphic designers

Art Director

Noble World Communications, Springfield, MO | 2010-Nov. 2011

Andorra Creative, Springfield, MO | 2009-2010