

Tracey Thompson

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BFA Communication Design | Carnegie Mellon University

skills

interaction design
visual design
design research | user testing
environmental graphics
book design
educational design
packaging
prototyping
branding
photography

programs

Adobe AfterEffects
Adobe Dreamweaver
Adobe Fireworks
Adobe Illustrator (w.Cadtools)
Adobe InDesign
Adobe Photoshop
Adobe Premiere
AutoCAD
K4 Publishing Software
Microsoft Office Suite
QuarkExpress

programming languages

CSS
HTML
Movable Type
PHP

July 07 | present

Professional Experience

Communication Design Consultant | Design | Research | Interaction
Created design solutions for a variety of clients.

Major Clients and Projects:

IDEO | Communication Designer | 2010-11 - *Human Centered Medical Research*
Collaborated with instructional designer to develop patient tools for a medical trial intended to assist patients in performing complex healthcare tasks.

Created inDesign templates to facilitate in the translation of patient tools into 17 languages.

Wrote content for guidebooks which explain to medical staff how to train patients to use the patient tools during the course of the trial.

Developed tools for the medical staff based on templates I previously created for IDEO on a related project.

Coordinated production of tools for the medical staff and patients.

Tracked project components through printing to distribution.

IDEO | Web Production Designer | 2010 - *rippleeffectglobal.com*

Built a dynamic site from design wireframes using the wordpress framework. Finalized visual assets.

IDEO | Communication Designer | 2009 - *Interaction Wireframes*

Translated rough hand sketches and interaction concepts into digital prototypes for user testing and customer feedback.

Inigral | Visual Designer | 2009 - *blog.inigral.com*

Designed and built a news-site style blog using the wordpress framework.

Created wireframes and visual assets in photoshop and fireworks.

IDEO | Communication Designer | 2008 - *Human Resource Protocols*

Worked closely with a human factors designer and interaction designer to develop human resource protocols for a large health care company.

Designed print based tools to support positive employee behaviors.

Conducted field research to obtain feedback and improve print tools.

IDEO | Communication Designer | 2008 - *Human Centered Medical Research*

Collaborated with an instructional designer to translate existing collateral for a medical trial into human-centered research and educational tools.

Organized trial information to promote a clear workflow for medical staff.

Developed visual devices to improve navigation and identify key information.

Created digital templates for staff and patient tools to ensure information was presented in a clear and consistent manner that may be easily changed and replicated as necessary.

Millions of Us | Visual Designer | 2007 - *Terminator: Dark Discovery*

Designed, built, and maintained web sites and content as part of an Alternate Reality Experience to promote Terminator: The Sarah Connor Chronicles.

Nov 04 | Jun 07

Glencoe/McGraw-Hill | Graphic Designer

Collaborated with editors, marketing managers, production and management to develop high quality educational products.

Designed interiors and covers for a variety middle and high school textbooks.

Created detailed digital templates for the production of interior designs.

Worked closely with production to ensure designs were accurately produced.

Directed outside vendors in the design of book covers and interiors.

Effectively managed multiple projects and project components.

Developed workflow procedures and templates to simplify the design process.

May 02 | Nov 04

Design Consultant | Design | Architecture | Branding | Marketing
Independently developed and executed design concepts for diverse client base.

Major Clients and Projects:

PTI Advanced Filtration | Graphic Designer

Assisted company transition to a new brand identity.

Developed style guides and implemented new branding on all collateral.

RipBang Studios, Inc | Environmental Graphic Designer

Developed a signage and environmental branding system for a major hotel.

Produced bid packages for architectural project proposals.

Prepared marketing materials.

Sept 01 | Aug 02

Investment Horizons Inc. | Senior Communication Designer

Designed marketing and educational materials to explain the investing process.

Maintained a photographic archive and portfolio.

Scanned, edited and printed relevant photographic materials.

Extended print marketing campaign to address evolving company strategy.

May 00 | Aug 00

Perkins & Will | Senior Environmental Graphics Intern

Developed several corporate signage schemes.

Produced presentation renderings and models.

Prepared contract documents for production.

Design Projects

Public Memorial Project | Exhibit Design | Design Research

Collaborated to develop a concept for a public memorial.

Conducted and executed research concerning user needs, form and materials.

Developed an exhibit to feature final concept for public response.

Mobile Technology Project | Interaction Design | Product Design

Developed a family oriented, third-generation communication device.

Conducted user research and target market analysis.

Created user scenarios, product function descriptions, and an interaction map.

Documented team progress through a web site.

Independent study | Environmental Graphics | Wayfinding

Designed a developmentally relevant signage system for a children's school.

Produced prototypes of signs for user testing.

Education

1998 | 2002

Carnegie Mellon University | BFA Communication Design | 3.86 gpa

2001

Carnegie Mellon University | study abroad | Rome

1997

The School of the Art Institute Chicago | pre-college