

# Tracey Thompson

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548 Laguna St | San Francisco, CA 94102 | 415 279 7016  
BFA Communication Design | Carnegie Mellon University

## skills

interaction | web design  
design research | user testing  
environmental graphics  
book design | publishing  
education  
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  
Javascript  
HTML  
PHP

July 07 | present

Nov 04 | Jun 07

May 02 | Nov 04

## Professional Experience

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

### Major Clients and Projects:

**IDEO** | Communication Designer - *Interaction Wireframes*

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

**Inigral** | Visual Designer Designer - *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 - *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 - *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 researcher and patient tools to ensure information was presented in a clear and consistent manner that can be easily changed and replicated as necessary.

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

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

**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.

**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.
  
- Jan 00 | May 02 | **Carnegie Mellon University** | Consultant, Reese Memorial Cluster  
 Managed student computer studio.  
 Addressed student questions.  
 Printed large-format color documents.

### 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