

Tracy Randall

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trandall@wsu.edu

www.tracyrandall.com • portfolio site
www.tracycreative.com • studio art site

education • University of Idaho · Bachelor of Fine Arts
emphasis in web interface design and graphic print design
graduated May of 2001 gpa: 3.82/4.0 Summa Cum Laude

technical capabilities • Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Dreamweaver)
• BBEdit, TextWrangler, and Fetch
• CorelDRAW (PC) Proficient in both PC and Macintosh environments
• Basic knowledge of digital photography for print and web

professional experience
2009–present

• **Graphic Designer**

University Publishing · Washington State University · Pullman, WA

- Design high-quality promotional materials for multiple entities at Washington State University
- Enhance University marketing initiatives by incorporating and working within established branding standards for all designed materials
- Work within brand identities for individual campus entities, as well as over-arching brand for the campus as a whole
- Provide creative and technical assistance to multiple clients and internal University Publishing Production Coordinators
- Communicate with University and off campus printers to ensure correct pre-flight of materials for print - checking colors, fonts, image links, and fixing any problems with the files for print
- Design web/html based documents and test for compliance across multiple platforms, browsers, email clients, and applications, fixing any problems with the web based files
- Handle multiple simultaneous projects vying for competing resources and deadlines, in situations of short deadlines, changing priorities, and tightening budgets
- Attend regular meetings and training sessions to ensure current understanding of designing for print and web technologies

2007–2009 • **Program Assistant**

University Publishing · Washington State University · Pullman, WA

- Provided face-to-face as well as by-phone customer service to the clients of University Publishing
- Provide technical assistance to internal Production Coordinators and fellow support staff of University Publishing

2002–2007 • **Graphic Designer/Customer Service Provider**

Cougar Graphics · commercial printing · Colfax, WA

- Designed high-quality print materials for the clients of Cougar Graphics
- Pre-flight of jobs for print created by outside designers
- Communicated with production team to ensure correct specs for completion of each job, whether designed in-house or by an outside designer
- Designed company website which is now archived online @ <http://www.tracyrandall.com/cougraph/>

Professional References available upon request