



TRACY POTTER

Senior Designer

The scope of my experience includes freelance and in-house design projects for corporations, non-profits, law firms, and agencies. Full-time positions have included working in both agency and in-house company environments. I am always seeking new opportunities that allow me to use my creative and technical experience to solve communication challenges with graphic solutions.

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EXPERIENCE

Art Director/Freelance Designer

Chicago, IL • Nashville, TN | 2003-Present

Freelance graphic design, art direction, and creative consulting for a broad client base and diverse range of projects. Responsible for daily operations of my freelance business including account management, business development, office administration, resource staffing, and client relations.

Clients include: The Wyland Foundation, Sanford Corporation, Tootsie Roll, Brinks, Gilson & Lione, Launch Creative, Ernst & Young, Burke, Warren, MacKay & Serritella, P.C., Sugarcoat Beauty, The Creative Group, Chicago Winter Company.

SKILLS

Creative Cloud

InDesign

Photoshop

Illustrator

INTERESTS

Painting

Hiking

Pilates

Tennis

Pickleball

Senior Designer

Ernst & Young | Chicago, IL | 2007-2009

Lead design on high profile proposals and contributed multifaceted conceptual design and production solutions to internal customers.

Worked with marketing and proposal specialists to determine strategic approaches for each project on print and electronic deliverables.

Served as a project manager within the Creative Services group. This included overseeing project budgets, customer consultation, and brand management.

Utilized an internal database to ensure that all time and materials were billed correctly and customer requests were accurately documented.

EXPERIENCE continued

Art Director

Wyland Foundation | Laguna Beach, CA | 2001-2007

Creative lead for non-profit organization. Responsible for art direction, design, and planning on all projects including a Clean Water Tour and educational curriculum for four consecutive years.

Developed program themes for environmental tours on an annual basis. Responsible for project development, design, and hiring. Managed a team of designers and production artists on a contract basis and worked directly with supply manufacturers and content writers throughout the duration of every project.

Directed designers on all print and web materials including brochures, direct mail, displays, ads, PR packages, and curriculum.

Worked on collaborative projects with other non-profit organizations including: Scripps Institution of Oceanography, The Birch Aquarium, The Cousteau Society, California Coastal Commission, Harbor Branch Oceanographic Institution, Reef Check, Ocean Conservancy, Surfrider Foundation.

Graphic Designer

William A Potter, Inc. | Niles, IL | 1999-2001

Developed packaging identity for new and revised products for a variety of clients including: Tootsie Roll, Sanford, Ford Gum, and Jays Potato Chips. Responsible for original concepts, design, production, and archive management for various clients.

Production Artist

Wyland Worldwide | Laguna Beach, CA | 1997-1999

Responsible for pre-press production and graphic design on in-house design projects including presentation materials, magazine ads, signs, licensing concepts, and press packets. Created an Archival Library for all media related materials.

REFERENCES

Deana Duffek

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