



Tracy Caretto // Freelance Digital Designer & Art Director

Attention to detail, a delightful user experience, and passion for creativity drive my design aesthetic to achieve outstanding creative results.

education

Laguna College of Art & Design
BFA Graphic Design, Cum Laude '05

skills set

Website Design
App Design
User Interface Design
Wireframing
UX Design
Art Direction
Storyboarding
Branding & Identity
Print Design
Typography

tools

Adobe CC (Ps, Ai, Id, Xd)
G-suite (Docs, Slides, Sheets)
Figma
Writemaps
InVision
Microsoft Office
Keynote
WordPress
Basic HTML/CSS

experience

Freelance Digital Designer & Art Director { Portland, OR }

2013 to present

Some clients - 45th Parallel Universe, Citizen, Puppet, Graybox, Downstream, Red Lemon Creative, Filter Digital, O'Grady Meyers, Clearform, Artisan Creative, Babcock & Jenkins, Fuse, Sunstone, Talend, Identity Theft Guard Solutions

COPIOUS { Portland, OR }

Senior Interactive Designer | November 2011 to July 2013

Focused on building user-centered digital experiences that lead to award winning creative solutions in a variety of digital mediums. My role as the creative lead kept me challenged in crafting a diverse array of products, ranging from iOS apps, responsive websites and video storyboards, to full site redesigns.

Downstream { Portland, OR }

Senior Designer, Interactive Art Director | January 2010 to January 2011

Specialized in interactive solutions involving large multi-touch media installations for clients such as McAfee, Deloitte, AT&T, Citrix and Nevada State Museum.

BLITZ Digital Studios { Los Angeles, CA }

Interactive Senior Designer | September 2007 to September 2009

Collaborated with the team through conceptual development to the execution of creative deliverables producing outstanding interactive media for clients such as Google, Adobe, FX Networks, Starbucks, Microsoft, Naked Juice, Activision and MGA Entertainment.

Strata-Media Inc. { Irvine, CA }

Art Director | April 2007 to August 2007

Designed and produced interactive, print, and identity collateral for a variety of Orange County businesses.

Laguna College of Art & Design { Laguna Beach, CA }

Teacher's Assistant | Spring '07 Senior Portfolio

Collaborated with Catharine Eure to prepare graduating seniors for their release into the design community.

David Riley Associates { Newport Beach, CA }

Web & Print Designer | July 2005 to January 2006

Designed and produced interactive, print, and identity collateral for a variety of Orange County businesses.

Surfer Magazine { Dana Point, CA }

Internship | June 2002 to August 2002

Designed magazine layouts, t-shirts, invitations and assisted with photography.