

tracy Caretto

art director & UI designer

Attention to detail and a delightful user experience drive my design aesthetic to achieve outstanding results. With over 15+ years in the digital realm, I bring a wealth of expertise to every project I undertake.

EDUCATION

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

SKILLS SET

User Interface Design
Website Design
App Design
Art Direction
Wireframing/UX Design
Emails and Newsletters
Display Ads
Branding & Identity
Typography
Storyboarding
Print Design
Tradeshow Booth Graphics

TOOLS

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

EXPERIENCE

SINCE 2005

Freelance – *Art Director & Designer* { OR & CA }

Some partners and clients - Red Lemon Creative, SHINE Technologies, Insitu, Honeywell, AT&T, Citizen, Puppet, Graybox, Downstream, Martin Agency, Telstra, Lightsped Aviation, 45th Parallel Universe, Artisan Creative, Babcock & Jenkins, Fuse, Sunstone/ExpressPCB, Talend, IDX, Sticky

11/2011 – 7/2013

Copious – *Senior Interactive Designer* { Portland, OR }

Focused on building user-centered digital experiences that lead to award winning creative solutions ranging from iOS apps, responsive websites, video storyboards, and full site redesigns.

1/2010 – 1/2011

Downstream – *Senior Interactive Designer* { Portland, OR }

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

9/2007 – 9/2009

BLITZ Digital Studios – *Senior Interactive Designer* { Los Angeles, CA }

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.

4/2007 – 8/2007

Strata-Media Inc. – *Art Director* { Irvine, CA }

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

SPRING 2007

Laguna College of Art & Design – *Teacher's Assistant* { Laguna Beach, CA }

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

7/2005 – 1/2006

David Riley Associates – *Web & Print Designer* { Newport Beach, CA }

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

6/2002 – 7/2002

Surfer Magazine – *Internship* { Dana Point, CA }

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