Tracy N. Trathen › DESIGNER/DEVELOPER

- DESIGNER › Graphic & Website Design
- DEVELOPER › Front-End Websites
- PROBLEM SOLVER

- Contact me at:
  🖥 › https://tracytrathen.com/contact/

SUMMARY

Tracy:

- is a problem solver with proven ability to conceptualize and execute functional and highly effective solutions.
- is a highly experienced:
  - ✔ graphic designer: 30 years+
  - ✔ website designer: 18 years+
  - ✔ front-end developer: 12 years+
- has strong knowledge and experience designing original interactions for users of companies' and organizations' websites and digital services.
- is an expert at iteration, application, administration, management, and maintenance of high-level concepts and projects.
- is a savvy task manager and a quality customer and tech support person who knows how to craft results-driven communications.

TECH/SKILLS SUMMARY

Coding:

- HTML/HTML5
- CSS/CSS3
  - ✔ Vanilla (*i.e. plain*)
  - ✔ Preprocessors: Sass/Less/Stylus
- JavaScript/jQuery
- PHP

CMS Systems:

- WordPress
- Adobe Experience Manager (AEM)

Frameworks/ Pagebuilders/ Plugins:

- Divi page builder/ theme
- Child theming
- Oxygen site builder
- Bootstrap
- WordPress plugins

Software:

- Adobe Creative Cloud (*advanced skill level*):
  - ✔ Illustrator
  - ✔ Photoshop
  - ✔ InDesign
- Sketch
- Figma
- Wireframing:
  - ✔ Balsamic
  - ✔ Moqups
  - ✔ UXPin
  - ✔ Paper/Pencil sketches
- CRM, customer support, and project management tools:
  - ✔ ZenDesk
  - ✔ Trello
  - ✔ Asana
  - ✔ Jira
  - ✔ SimpleView
  - ✔ ServiceNow

- CLI and Version Control (*Git*)
- Text editors:
  - ✔ Visual Studio Code
  - ✔ Atom
  - ✔ Sublime Text
  - ✔ Notepad++
- Forms design tools:
  - ✔ MailChimp
  - ✔ Typeform

Methodologies:

- Expert typography, iconography, and digital illustration
- Responsive web design
- Semantic code
- User Experience (UX) techniques
- User Interface (UI) techniques
- Agile/scrum

EXPERIENCE

Website Design, Website Development, Graphic Design and Branding (2004 – PRESENT)
Multiple Freelance Clients

- **Most recent websites I've designed, developed, and/or managed:** kristensendesigns.com, bigduckmedia.com, notesofcelebration.com, toledofoodpantry.org, nwvibrationalsoundtherapy.com, edesignpdx.com, pickledbeetpdx.com, yenlaw.com. and troublewithtrebles.com

- **Website Design, Development, and Maintenance:**
  - ✔ Procured domain name, email, and hosting.
  - ✔ Assisted client with email setup and maintenance.
  - ✔ Website design, website development, and site maintenance including:
    - ◇ Wireframes and website style guide
    - ◇ Website design and coding
    - ◇ Website upkeep and maintenance including WordPress version, themes, and various plugin maintenance and updates.
    - ◇ DNS configuration

- **Branding/Graphic Design:**
  - ✔ Logo design
  - ✔ Branding and style guides
  - ✔ Business card design
  - ✔ Brochure design
  - ✔ Other design work, printed or digital

  Technologies used: WordPress and various plugins, Divi Page Builder, HTML5, CSS3, Scss, JavaScript/jQuery, and Adobe Creative Cloud, and VS Code.

Website Coordinator for tualatinvalley.org (JULY 2018 – AUGUST 2019)
Washington County Visitors Association • Beaverton, Oregon

- Performed daily website tests across browsers, operating systems, and devices.
- Performed quarterly audits of business listings and website events and other content to ensure items have correct and up-to-date information.
- Monitored and analyzed site performance.

- Debugged pages and fixed broken links or images.
- Assisted in the writing of web content.
- Maintained SimpleView CRM and addressed any issues or problems.
- Managed and organized the assets library, including photos, logos/graphics, and videos.

Technologies used: *WordPress, Adobe Creative Cloud, SimpleView, Oregon Tourism Information System (OTIS), Atom, and various additional online tools.*

WordPress Support (APRIL 2018 – MAY 2018)
The Creative Group client: Portland VA Research Foundation • Portland, Oregon *(short-term contract)*

Assisted client with two new WordPress websites (one single site and one multi-site setup):

- Reviewed existing site with new site to ensure all content was moved and site is ready to launch.
- After review: Fixed issues on existing pages or added any pages that were not already moved to the new site(s).
    a. Found and fixed a prior contractor's coding error (error caused all main text on pages and posts be bold).
    b. Updated all pages after fix to ensure code included was appropriate and necessary.
    c. Edited all pages to ensure they were easy for the client to edit and update.

- Assisted client with site users and login/password issues.
- Wrote training documents with instructions for working on the two sets of websites including:
    a. Instructions on how to create new or upkeep existing pages.
    b. Steps for how to set up additional sub-sites on the multi-site WordPress installation.
    c. Steps on how to add, edit/update, or delete new/existing users to WordPress.

Technologies used: *WordPress, Adobe Creative Cloud, Sublime Text.*

Content Manager / Producer (DECEMBER 2017 – MARCH 2018)
Intel HR Marketing & Communications, Digital Design and Operations Team
Edgerock Technology Partners (A CDI Company) • Hillsboro, Oregon

- Gathered scope, copy-writing, graphics, and other collateral required to create and modify website content for stakeholders, communicating implementation for page design, content requirements, and assets.
- Edited and developed online content, ensuring that content was in line with the organization messaging, goals, and objectives.

- Ensured that the overall online presence felt more engaging, trustworthy and cohesive.
- Interfaced with clients and stakeholders, working collaboratively to write compelling content to engage the industry.

Technologies used: *Adobe Experience Manager (AEM), Adobe Creative Cloud, Skype, Microsoft Office Suite, SharePoint, Sublime Text.*

Content Manager / Producer for Intel.com (NOVEMBER 2016 - NOVEMBER 2017)
Wipro BPS (Intel subcontractor): Website - Corporate and Events Segments • Hillsboro, Oregon

This position was almost identical to the Content Manager / Producer (Edgerock) position with the following additional duties:

- Assisted the team with setting the overall direction of the public-facing website by helping unify content within the segments served (Events and Corporate sections of the website).

Technologies used: *The same as Content Manager / Producer position as well as Jira Core, Service Now, and Trello.*

Website Designer / Website Developer (SEPTEMBER 2014 - SEPTEMBER 2015)
AppFog (a CenturyLink Company) • Portland, Oregon

- **AppFog Web Console:** Updated and maintained the user interface. Discovered and fixed interface bugs, and designed and implemented new features. *Major console projects included:*

  a. **Team page interface update:** Made additional information about team members and team status visible and cleaned up the interface elements. This clarified users ability to see the status of the user invitations for the account.

  b. **Designed new user interface – pricing page:** Improved user interactions giving the user feedback as to what state their account was in (trial, subscribed, etc.), and provided better feedback as users went through the process of updating their subscription to a new state.

  c. **Designed new "Account Status" bar – main interface:** This new status bar gave the user visible account status at all times. The bar provided information for the users to ensure they could more easily switch between plan types, update or cancel their subscription.

- **AppFog Marketing Website:** Designed and coded new pages and page updates. Maintained and streamlined existing pages. Moved CSS into Sass (Scss flavor) to expedite clean up of CSS code that was not "DRY". Began redirects to CenturyLink website for future and final migration to their system.

- **Help Center Redesign and Migration:** Designed and coded new Help Center interface for our support portal. Integral part of team assigned to migrate all docs from the old broken system to the new design.

- **Designed and Developed Demonstration Projects:** Designed and developed multiple projects for sales team to use when demonstrating the AppFog system to new and potential clients.

Technologies used: HTML/HTML5, CSS/CSS3 (Sass and Less), Jade, PHP, JavaScript, CoffeeScript, AppFog PaaS, Bootstrap, UX/UI Design, User a/b testing, Wireframing, Adobe Creative Suite/Cloud, ZenDesk Help Center, and Sublime Text.

Technical Support Engineer (8/2013 - 9/2014)
AppFog (a CenturyLink Company) • Portland, Oregon

- **Excellent front-line customer experience:** Provided customer and prospects the best experience possible.

  a. **Prompt and proactive responses:** provided responses even if we didn't have an immediate solution.

  b. **Quick escalation:** problems were identified and routed to the proper personnel as soon as possible.

  c. **Follow-up:** Set up and revised all follow-up procedures including setting specific time frames for follow-up.

  d. **Monitored procedure usage:** Ensured the rest of the team followed these new procedures which were designed to enhance and streamline customer support user experience.

- **Revenue recaptured:** Discovered discrepancies between billing system and product. Implemented processes to recapture lost revenue, and processes to ensure future revenue was not lost.

- **Support queue clean-up:** Implemented successful methods to clear out over three months of ignored customer support requests. **Within two weeks of employment, support requests were down from over 800 requests to only 75.** Resolved and narrowed down the remaining within a week and helped to implement future-proofing and escalation procedures to ensure faster response times.

Technologies used: ZenDesk, Recurly (billing platform), Inquisitor (internal tool), AppFog CLI, Microsoft Office (Excel, Word), Trello, Sublime Text, and Evernote.

ADDITIONAL WORK EXPERIENCE INCLUDES:

Over fifteen years of additional experience in a variety of disciplines including:

- graphic design / print design work
- print shop / printing company work, including customer management, billing, bindery, procurement
- general office (data entry, reception)
- quality customer and client support and service

EDUCATION

Bachelor of Science Degree
2014 • ART INSTITUTE OF PORTLAND

Web Design and Interactive Media program:

- Website development focus

Other areas of study:

- Creative writing
- Technical writing
- Project management
- Art history
- Animation
- 3d modeling