Tracy Caretto

Art Director & Designer

Attention to detail and a delightful user experience drive my design aesthetic to achieve outstanding creative results. With over 20 years of experience, I have worked on a variety of projects including responsive website design, mobile and tablet applications, multi-touch digital installations, trade show booths, social media graphics, print, and branding.

EXPERIENCE

8/2013 - PRESENT
Freelance – Art Director & Designer { OR & CA }
Some partners and clients through the years - 45th Parallel Universe, AT&T, Babcock & Jenkins, Citizen, Downstream, ExpressPCB, Fuse, Google, Graybox, Honeywell, Hutware, IDX, Insitu, Interstate Telecommunications Cooperative, Lightspeed Aviation, Martin Agency, Oregon Virtual Academy, Puppet, Red Lemon Creative, SHINE Technologies, Sticky, Sunstone, Talend, Telstra

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 for clients such as BACtrack, MIDAS, NW Natural, Oregon's Health Cooperative, Razor, Silverton Heath, Team CFA, and VIE Sports

1/2010 – 1/2011
Downstream – Senior Interactive Designer { Portland, OR }
Specialized in interactive solutions involving large multi-touch media installations for clients such as AT&T, Deloitte, Citrix, Google, McAfee, Nevada State Museum, and Verizon

9/2007 – 9/2009
BLITZ Digital Studios – Senior Interactive Designer { Los Angeles, CA }
Collaborated with the entire team through conceptual development to the execution of creative deliverables producing outstanding interactive media for clients such as Activision, Adobe, FX Networks, Google, MGA Entertainment, Microsoft, Naked Juice, and Starbucks

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, the Chair of Design & Digital Media, to prepare graduating senior's portfolios 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 also assisted with photography

EDUCATION

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

SKILLS SET

UI Design
Website Design
App Design
Art Direction
Wireframes/UX Design
User Flowcharts
Emails and Newsletters
Display Ads
Branding and Identity
Typography
Video Storyboarding
Print Design
Trade Show Booth Graphics

TOOLS

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

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