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TRACY K GREENE

## EXPERIENCE

2021 Mar to Present, Remote (Swiftly based in San Francisco, CA)

### SENIOR BRAND DESIGNER | SWIFTLY

Started as Brand Designer

2016 Apr to 2021 Mar, Austin, TX

### SENIOR VISUAL DESIGNER | RETAILMENOT

Started as Visual Designer

Developed and managed brand book, designs, and illustrations in alignment with product design team; designed B2C seasonal and product marketing campaigns across site, app, social, display, and CRM channels; designed internal assets, swag, and branding for ERGs

2012 Jan to 2015 Jun, Austin, TX

### CREATIVE DIRECTOR | RED VELVET EVENTS

Designed and managed internal branding and marketing, as well as client event materials including, but not limited to: logos, programs, large-scale signage, booths, stages, websites

2010 Feb to 2011 Dec, San Francisco, CA

### CREATIVE LEAD | HLASKA

Started as Graphic Designer

Designed and managed company branding, marketing, product packaging, website and email program, retail window displays and signage; led photoshoots and store renovations

## SKILLS

Traditional media, Illustrator, Photoshop, InDesign

Experience with Webflow, Figma, Sketch, HTML, CSS

## EDUCATION

2009, Laguna Beach, CA

### BFA ILLUSTRATION | LAGUNA COLLEGE OF ART + DESIGN

Graduated summa cum laude; Student Council Illustration Representative