

Traci Lepore Graphic & Interaction Designer

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Conveying a clean, simple, and professional style

Experienced designer with the skills to develop and implement creative ideas that support business and functional objectives. Have worked individually, as well as a core team member in marketing, advertising, and consulting fields.

Areas of Expertise

Marketing collateral development—brochures, data sheets, direct mail

Branding development—logo development, business cards, stationary, messaging

Interaction/Interface design—UI development, information architecture, web

Professional Experience

Interaction Designer, InContext Enterprises January '01 –present

Through participation in customer-centered process for design, cultured a broad scope of work practice and business issues knowledge developing a unique understanding of the specifications needed for design that works for the user. Part of team that developed a mobile sports application nominated for a 2004 MITX award.

- Creation of wire frame prototypes for interaction designs and completed designs for team projects
- Prototyping of wire frames for usability
- Development of materials including presentations, and collateral materials
- Participation in Contextual Design methodology

Graphic Designer, EC Cubed, Inc. August '00 - December '00

Partnered with Art Director and Tech Writer to create and implement marketing materials that uniquely conveyed the corporate message and identity, while remaining on budget and on time

- Creation of new collateral, tradeshow materials, and direct mail pieces
- Development/maintenance of corporate branding and communications standards
- Implemented and managed a new process for print production including researching and developing vendor partners and project management

Production Designer, TMP Worldwide September '99 - August '00

Completed execution and transfer of ads under crucial time deadlines to successfully ensure publication in customer specified timeframes.

Assistant Designer Internship, Genzyme May - Aug '99

Helped to establish a new department in the company as a valuable resource by successfully completing projects and developing clientele who came to depend upon the services provided.

Gallery Curator, Hammond Gallery, FSC May '97 - May '99

Collaboratively helped to instrument changes in gallery physical aesthetics and attendance through physical remodeling, brand development and recognition awareness efforts. Efforts achieved a campus wide redefinition of perception of gallery, and helped to earn employee of the month.

Freelance Designer

Freelanced over a 5-year time frame. Projects include promotional materials, logo and illustration work, desktop publishing, and interface design.

Education:

B.S. in Communications/Media
Fitchburg State College,
Fitchburg, MA, '99
(3 classes short of completing double major in English/Theater)

Computer Skills Profile:

Quark Express
Adobe Creative Studio
Macromedia software
Microsoft Office (Including Visio)
HTML
FTP clients/Acrobat/Stuffit
Mac/PC Platform proficient

Activities:

- Flash 8 Professional: Developing Rich Content-2 day workshop, Future Media Concepts, Cambridge, MA-May '06
- Aids Walk Boston '06 participant
- YAVA (Young Alumni Volunteer Association) member '06
- Gurnet Theatre Project, Much Ado About Nothing, Acting, summer '06
- Acme New Works Winter Festival '06, Acting
- Volunteer Big Sister for Big Brother/Big Sister of Massachusetts
- Volunteer Aquarium Guide for the New England Aquarium Boston, MA '00-'01
- Edward Tufte Seminar on Information Design- July '01
- Interactive Factory Advanced Photoshop Workshop- Dec. '00

Portfolio and references available upon request