



# Traci McKindra, graphic designer

6918 Parkridge Boulevard, Irving, Texas 75063

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## Career Summary

An accomplished and multitasking graphic designer/art director specializing in concept development, campaign implementation, photo shoot direction, and print production. Strong strategic thinker with the ability to translate concepts into successfully-executed design solutions. Committed brand steward with extensive experience designing for the retail environment, creating bilingual layouts and producing a wide range of print and interactive projects. Highly organized, detail-oriented and able to meet deadlines while handling multiple projects in a fast paced environment. Well-developed written and verbal communication skills that increase accuracy and foster team relationships. Creative experience includes, but is not limited to:

### PRINT

- Advertisements (print and outdoor)
- Brochures and Collateral
- Point-of-Purchase Materials and Packaging
- Direct Mail
- Tabloid Sales Flyers

### INTERACTIVE

- Web Site Design
- Web Banner Ads
- HTML, XHTML, CSS

### ENVIRONMENTAL/3D

- Retail Spaces
- Tradeshow Booths
- Product Demonstrators
- Vehicle Graphics

## Technical Proficiency

**Platforms:** Mac OS X, Windows

**Applications:** Adobe Creative Suite 4 (InDesign, Illustrator, Photoshop, Fireworks, Dreamweaver and Acrobat); Quark XPress; Microsoft Word, Excel and Powerpoint

**Programming Languages:** HTML, XHTML, CSS

## Professional Experience

THE EXCHANGE (ARMY & AIR FORCE EXCHANGE SERVICE), Dallas, TX August 2010 – present

*A retail organization serving active duty, Guard and Reserve members, military retirees and their families.*

**Graphic Designer**, Tabloids

Concept and design weekly tabloid sales flyers using newly-established brand standards. Identify photography needs and coordinate with internal buyers and studio partners to schedule and produce photo shoots. Collaborate with departmental liaisons and other teams as needed to secure and verify content to be included in any given tabloid. Daily responsibilities include layout, revision and maintenance of weekly and specialty tabloid projects as assigned; directing photo shoots; and preparing final files for print.

THE INTEGER GROUP, Des Moines, Iowa June 2003 – June 2009

*A full-service advertising and integrated marketing agency.*

**Creative Art Director**

Developed innovative visual communication solutions for a full range of creative marketing challenges with an emphasis on creating dramatic results for clients, while respecting and adhering to established brand standards. Managed outside talent as well as internal resources to cultivate an integrated marketing approach to client business. Engaged successfully with writers, designers and other team members to obtain exceptional results. Daily responsibilities entailed creating original design, art and copy layouts; determining style, size and arrangement of type and illustrations; directing photo shoots; preparing final files for print; and attending press checks.

- Helped redesign the fourth generation of the Pella Design Center (PDC4), Pella's store-within-a-store, in Lowe's.
- Initiated and led efforts to standardize Spanish translations resulting in improved accuracy and consistency of Pella's bilingual materials in Lowe's.
- Contributed to the development and maintenance of an online asset management system for Pella that enabled the client to easily search for and locate images.
- Clients include: Maytag Appliances (Amana, Jenn-Air, and Jade), Pella Windows and Doors, State Historical Society of Iowa, American Marketing Association Iowa Chapter, Michelin Tires and The Iowa Lottery.



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T.MCK. DESIGN, Des Moines, Iowa July 2002 – present

## Freelance Graphic Designer

Designed a wide array of projects including brochures, web sites, logos, business cards, stationery, invitations, flyers and signage. Putting client first, adhering to creative and business directives and completing work within set deadlines resulted in almost all clients returning with new projects.

- Created a logo, branding system and supplemental collateral materials used to build financial support for the capital campaign of the St. Paul A.M.E. Church Transformation Center, a provider of low-income housing and social services in the Des Moines community.
- Designed and maintained web sites for Lori Robinson, author, and Aishah Shahidah Simmons, documentary filmmaker, providing a tool for easy communication of events and news to target audiences.
- Clients include: The Integer Group, New Beginnings Discipleship Ministries, Brand YOU Consulting, St. Paul A.M.E. Church, KeniConsulting, LLC and Iota Zeta Omega Chapter of Alpha Kappa Alpha Sorority, Inc.

PUBLIC LIBRARY OF DES MOINES, Des Moines, Iowa October 2001 – April 2002

## Graphic Design Intern

Produced collateral materials (i.e., bookmarks, flyers, posters, forms, etc.). Designed window displays and signage to promote library programs and exhibits.

- Developed an identity system for the PLDM In-Service Day (including a logo, letterhead, signage and name tags), which gave the event a unified and purposeful look and feel.
- Created all printed publicity for the “Black Dance in Photography” exhibit resulting in increased awareness and visitation of the exhibit.
- Utilized design software in a PC format.

## Education

DRAKE UNIVERSITY, Des Moines, Iowa

Bachelor of Arts, Graphic Design 2002

*Completed supplemental coursework in advertising, copywriting, marketing and management.*

DES MOINES AREA COMMUNITY COLLEGE, Des Moines, Iowa Spring 2010

*Completed coursework in Interactive Media.*

## Professional Development

Attended and taught various classes offered through Integer’s internal training program, Integer University.

Topics included, but are not limited to:

- |                         |                           |                          |
|-------------------------|---------------------------|--------------------------|
| • Creative Philosophies | • Proofreading            | • Disruption             |
| • Mentorship            | • Print Production Basics | • Ideation Collaboration |
| • Presentation Skills   | • Media Basics            | • Art Buying             |
| • InDesign Tables       | • Asset Management        | • Broadcast Basics       |
| • Interactive Design    | • Promotions              | • Social Networking      |

Attended 2007 Design Camp, sponsored by AIGA Minnesota.