ASPEN TRACEY
Graphic Designer

📞 801-835-8229 @ aspen.tracey618@gmailcom 🔗 https://aspentracey.wixsite.com/graphic-design-portf

📍 Salt Lake City

EXPERIENCE

Freelance Designer
Self Employed

📅 2023 - Present 📍 Salt Lake City, United States

Freelance Graphic Designer skilled in creating digital content and managing projects from concept to delivery. Experienced in client communication, goal-setting, and producing designs that align with brand needs.

- Identified client needs and design objectives through clear, prompt communication to ensure alignment with brand goals.
- Established project milestones and measurable goals to track progress and evaluate final deliverables.
- Conducted regular client meetings to present updates, gather feedback, and maintain project momentum.
- Designed and developed content for websites, blogs, and social media platforms, tailoring visuals and messaging to target audiences and platforms.
- Delivered creative solutions that enhanced online presence and engagement across multiple digital channels.

Graphic Designer
In The Event

📅 2023 - 2025 📍 Salt Lake City, United States

Served as a key part between design, production, and marketing teams to ensure the timely and accurate execution of creative projects and print production. Played a central role in coordinating logistics, managing vendor communication, and supporting digital and on-site marketing initiatives.

- **Project Management & Scheduling:**
  Developed and maintained a comprehensive project tracking system via Google Sheets to organize assignments across departments. The tracker included request origin, priority level, deadlines, and project status to ensure alignment across teams.
- **Vendor Coordination & Print Production:**
  Solicited and compared printing bids from multiple vendors based on material type, print dimensions, and vendor-specific pricing. Oversaw print timelines by maintaining regular communication with vendors, ensuring on-time delivery to warehouse facilities.
- **Quality Assurance:**
  Conducted in-person quality checks of printed materials upon arrival to verify accuracy and readiness for deployment to show sites. Acted as a final checkpoint to eliminate errors and ensure Account Executives received flawless deliverables.
- **Website & Content Management:**
  Captured and edited event photography for website updates to maintain a visually current and trend-aligned online presence. Uploaded edited content to the website and collaborated with SEO specialists to optimize visibility and engagement.
- **Digital Asset Organization:**
  Managed the storage and organization of creative assets in a cloud-based system. Structured digital folders by project year, team, and client to maintain a clean, searchable archive of all deliverables, including design files and documentation.
- **Collaborated With:**
  Art Director, Senior Designer, Account Executives, SEO Team, and External Print Vendors.

SUMMARY

Organized and resourceful, with a strong foundation in graphic design workflows and production processes. Experienced in collaborating closely with Art Directors and Senior Designers to manage multiple design projects, track progress, and ensure timely delivery of high-quality visuals. Skilled in coordinating print production, gathering vendor quotes, and overseeing quality checks to guarantee flawless execution of graphic assets. Proficient in updating web content, editing event photography, and organizing digital files for streamlined team access. Brings a design-savvy eye, a detail-oriented mindset, and a commitment to supporting creative teams from concept to completion.

SKILLS

Adobe Suite	Figma	Wireframing
Mockups	Web CMS	WordPress

STRENGTHS

Time management
Ensuring project completion within deadlines.

Quick Learner
Eager to learn skills and apply to workspaces

Coordination skills
Effective in vendor communications and task coordination.

EDUCATION

Associates in Fine Arts
Salt Lake Community College

📅 2023 - Present

CERTIFICATIONS

Graphic Design CT
Salt Lake Community College

UX Design Certificate
Google

Adobe Masterclass
UDEMY