



Tricia McCain

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PROFESSIONAL PROFILE

Graphic Designer with over fifteen years experience in the management of the complete design process, from conception to completion.

- Strong skills in layout and design concepts for both print and web for corporate branding, packaging design, tradeshow graphics, web design, email marketing and more.
- Expert skills using Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver).
- Detail oriented with proven ability to multi-task and interface in all facets of business practice with excellent business skills and experience using Microsoft Office products: Word, Excel, and PowerPoint.

PROFESSIONAL EXPERIENCE

Arizona Community Foundation, Phoenix, AZ

In-House Graphic Designer, May 2013 – October 2015

- Designed and executed foundation collateral materials, including flyers, brochures, infographics, posters, postcards, invitations, banner graphics, and web graphics, producing press-ready PDF, EPS, TIF, GIF files for output for print or web.
- Visualized, designed, and developed multiple graphic communication materials for events while overseeing and managing printing quotes for marketing and events team helping to keep on budget and see all deadlines were met.
- Produced 3-to-4 designs per project, managing multiple projects at a time for review by marketing/events team to choose for final output sending press-ready PDF files to printers, high resolution JPG, EPS and TIF files for print, or web-ready graphics in JPG, PNG, or GIF formats as needed for web publishing.
- Managed all proofing of graphic materials for print doing press-checks or digital proofing to ensure the quality of the final printed piece.
- Produced high-quality social media graphics and website graphics as needed in short time frames.
- Edited, updated, and maintained content on ACF website utilizing proprietary WCMS using set modules and templates.

Marlyn Nutraceuticals, Inc., Phoenix, AZ

In-House Graphic Designer, October 2004 – May 2013

- Designed and developed numerous marketing projects: (packaging design, logos, brochures, newsletters, infographics, presentations, large format trade-show banners and graphics, and advertisements), always meeting deadlines.
- Managed multiple design and print projects for all departments while under pressure to meet weekly deadlines.
- Proofed, prepped and submitted press-ready PDF customer files doing press-checks as needed with printers.
- Produced 2-3 design mock-ups per project of speculation designs for private label packaging presentations creating PDF's, JPG, EPS, TIF files or PowerPoint presentations as requested.
- Designed web graphics, email marketing graphics, and maintained three company websites using Joomla (CMS).

2000 – Present >• Freelancer, Fairygood Design, www.triciamccain.com

- Designed and developed for personal clients: identity design and illustration for print and web.

EDUCATION

B.F.A., Visual Design, University of Oregon, Eugene, OR