

TRACY CALENDINE

Clearwater, FL 33756 | 727-560-4564

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SENIOR GRAPHIC DESIGNER (GRAPHICS MANAGER)

A results-driven graphic designer with extensive experience in creating compelling visual solutions that enhance brand identity and drive revenue growth. Skilled in managing design projects, collaborating cross-functionally, and ensuring brand consistency. Adept at overseeing multiple projects, mentoring junior designers, and optimizing workflows for efficiency and impact.

Skills & Competencies

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Print Production & Pre-Press
- Layout Design, Branding & Packaging Design
- Color Theory & Typography
- Vector Illustration
- Iconography & Visual Storytelling
- PowerPoint Presentation Design
- Web Graphics
- Brand Strategy & Marketing Collateral
- Project Management & Workflow Optimization
- Digital & Print Design
- Data Visualization Tools
- Digital Asset Management
- Vendor & Budget Management
- Prioritization & Time Management
- Mentorship of Junior Designers & Interns
- Brand Awareness & Consistency
- Cost Optimization & Process Improvement
- Managed vendor partnerships for print, signage, & digital projects
- Team Collaboration

Work Experience

Clearwater Marine Aquarium
Graphics Manager

Clearwater, FL | May 2012 - January 2025

KEY ACHIEVEMENTS:

Responsibilities & Core Competencies:

- Designed and executed marketing, exhibit, signage, and multimedia materials aligned with brand guidelines.
- Managed vendor partnerships to ensure quality and brand consistency in print and digital assets.
- Collaborated with stakeholders to meet internal design objectives and enhance brand cohesion.
- Worked closely with board members and the CEO to produce high-profile design materials.
- Supervised interns and junior designers, ensuring quality and timely project execution.
- Researched industry trends to develop creative concepts tailored to client needs.
- Maintained project schedules and ensured timely delivery within budget constraints.
- Oversaw production processes and collaborated with vendors to uphold CMA standards.
- Attended project meetings to provide updates and strategic design input.
- Led process improvements to enhance efficiency and effectiveness in design execution.
- Developed and maintained style guides to ensure brand consistency.

STRATEGIC CONTRIBUTIONS:

- Integrated industry trends to enhance design initiatives and brand strategy.
- Negotiated vendor contracts to optimize production costs and ensure quality.
- Contributed to revenue-generating project discussions and strategic planning.
- Developed innovative visual solutions to strengthen brand messaging and engagement.

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Additional Work Experience

Cox Target Media/Valpak

Clearwater, FL | January 1994 - May 2012

Graphic & Multimedia Designer for the Creative Services Department | Valpak

- Designed layouts for multimedia, including social media, blogs, banners, and email marketing campaigns.
- Applied strategic thinking to align designs with targeted marketing objectives.
- Managed projects from concept to final production under tight deadlines.
- Conducted research on company websites and competitor materials to develop effective designs.
- Created sales tools and marketing materials to support sales representatives in client meetings.
- Wrote and edited ad copy to enhance the effectiveness of marketing campaigns.
- Utilized Adobe Photoshop, Illustrator, and InDesign to produce high-quality visuals and custom illustrations.

Solo Values Designer/Representative | Direct Mail Postcard Department | Valpak

- Designed oversized, targeted direct mail postcards for revenue-generating campaigns.
- Developed multiple themed designs using provided artwork and logos to engage specific geographic audiences.
- Managed digital asset organization and file storage for efficiency and accessibility.
- Led the department after a managerial transition and assisted in hiring a new designer.

Floor Composer | Valpak

- Designed direct mail coupons, meeting strict production quotas in a fast-paced environment.
 - Assembled copy, logos, and key details provided by sales teams and clients.
 - Applied design best practices to optimize consumer engagement and response rates.
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Education

Central Piedmont Community College, Charlotte, NC

- Associate in Applied Science Degree, Graphic Design

Continuous Education

- HOW Design: Introduction to After Effects – 2017
- LinkedIn Learning 2024 – Continuous Learning
- AdobeMAX Conference
- HOW Design Conference – 2017
- HOW Design Conference – 2001