

TRACY WESSEL

www.tracywessel.com + design@tracywessel.com

503.487.0150 + 760.994.6300

concepting + art direction + graphic design + web design + production

design

Belgian Sheepdog Club of America

co-editor, art director and lead designer for bi-monthly newsletter (40-80 pp). Responsible for content development in addition to layout and print production.

Formations Inc.

exhibit design and production, RFQ design and production

Stowaway2.com

catalog design and production

Corrigo, Inc.

branding/messaging, concept, design & production, co-branding with AT&T, Sprint and Verizon; collateral, event display, websites and email marketing pieces

Holiday Retirement Corp

ad concepting, design and production

www.NorthCountyDogTraining.com

design & production of website

Ironwood Pacific Outdoor

design and production of product brochure, packaging and web icons

SYDA Foundation

art direction and design of event signage

FTI Consulting

design of trial graphics, power point

Belkin Components

design brochures, product catalog, packaging

production

Nike

production design for 2008 holiday catalog and flyers for Go To Market team, Applescripted content

Da Kine

production design for 2008 Winter catalog, XML content

Bathgal.com

production design of product labels for new fragrance

Mattel

packaging production for Harry Potter & Hot Wheels packaging, signage production for Toy Fair for Max Steel

McGraw-Hill Publishing

layout & production of workbooks for children k-5

Toyota/Enterprise Communications

production for consumer website

Punch Studio

photoshop production for catalog (digitally construct product for catalog prior to product production)

Wherehouse Music

pop/direct mail production

Irideon Riding Wear

layout, production and coding of fall/winter 2006 website and templates

skillset

FLUENT

adobe cs1-4
indesign
photoshop
illustrator
quark xpress 4-6
dreamweaver MX
sound edit
ms office

PRODUCTION

html editing
css editing
flash actionscrip (basic)
javascript editing
flash
premier
after effects
final cut pro

MEDIA/PLATFORMS

email marketing
brochures/catalogs
annual reports
RFQs
packaging
identity
logos
flash banners/tutorials

Prior to 1998, I was a professional Jockey in the Mid-Atlantic region of the United States. I was involved in horseracing from 1984 to 1996.