



CREATING MEANINGFUL DESIGN TO INSPIRE AND MOVE YOUR BRAND FORWARD.

Education

- University of Wisconsin Madison August 2016 to May 2017
- Continuing Studies in Fine Arts
University of Wisconsin Platteville August 2016 to May 2017
- Online Education Adobe InDesign CC/Web Design/Responsive Web Design
Southwest Wisconsin Technical College Fennimore, WI August 2008 to May 2010
- Associate Degree in Applied Science, Graphic/Web Design GPA: 4.0 (/4.0)
- Southwest Wisconsin Technical College Dean's List (4 semesters)
Wisconsin Department of Public Instruction August 1998 to January 2005
- Special Education Program Aide License

Activities/Honors

- River Valley Soccer Association Board Member/Youth Soccer Coach
Vice President of Phi Theta Kappa National Honor Society
Manager of G.I.G. Graphic Innovations Group Students volunteering their design skills for campus and community to gain experience and improve skills
Member of SWTC Student Senate
Secretary for the Clyde Community Center Board - 2 terms

Software/Systems

Table with 3 columns: Adobe Creative Suite CC, Microsoft Suite, SharePoint; HTML5, COMS, YesMail; CSS3, Proof HQ, Filezilla; PitStop Pro, Mac/PC Proficient, Alfresco; CES/Hybris, Freedcamp, Wix; IPLM, Wufoo Form Builder, Squarespace

Freelance Experience

January 2010 to Present

Freelance Design and Photography for Print and Web

- Bowdatious Salon Spring Green, WI bowdatioussalon.com
River Valley Soccer Association Spring Green, WI rivervalleysoccerassociation.org
- Collaborate with clients to ensure the highest level of quality and client satisfaction
- Company Rebranding
- Logo design and development
- Design projects include business cards, brochures, gift certificates, newspaper advertisements, window decals, invitations
- Work with printer to ensure all documents are high quality print pieces
- Design web pages and illustrations using Adobe Dreamweaver, Illustrator and Photoshop
- Set up URL and web hosting through Network Solutions/Ipge/Go Daddy/Square Space
- Upload web pages and maintain web site
- Provide search engine optimization
- On site photography of salon/clients for use on the web site
- Provide software training to enable client to maintain web site
- Photo editing including retouching, resizing and image optimization

Lands' End Business Experience

January 2011 to August 2016; January 2017 to April 6, 2018

Lands' End Business Dodgeville, WI

Print and Design Assistant

- Maintain excellent communication and organization to work efficiently and meet deadlines
Thrive in a team atmosphere and a team builder
Produce print pieces for internal and external use such as brochures, flyers and catalogs
Formatting the copy according to graphic guidelines

Print and Design Assistant continued

- Follow proper file management and procedures
- Build and edit company eStores for National Sales, Mid Size, Lands' End School Uniforms
- Image manipulation and optimization – removing backgrounds, sharpening, resizing, color corrections,
- Web page layout and design
- Modifying logos, images, and line drawings according to graphic guidelines
- Strive to improve processes such as creating a Sharepoint print and design procedure manual
- Create forms/templates using Wufoo Form Builder and HTML coding including copy, images, links
- Create eCatalogs for use on LEBO website and customer eStores
- Create banners for LEBO website and social media posts
- Development and design of email promotions with Dreamweaver and YesMail
- Training new hires in the Print & Design Assistant role

Project Advisor

- Manage workflow of the Project Advisor team through Salesforce and Sharepoint, prioritizing projects and assigning to team members to ensure projects were completed with accuracy and timeliness
- Collaborate with cross-functional partners to maintain processes and solutions to meet customer program requirements including Web Builds, Merchandising and Print & Design
- Maintain excellent communication and organization to work efficiently, meet deadlines and foster a positive work environment
- Execute projects and tasks associated with Sales Operations to meet program requirements
- Ability to reprioritize projects in order to meet operational and program deadlines
- Represent Business Outfitters by attending tradeshow and conventions
- Support of seasonal updates process through access edits, updating inventory spreadsheets, and requesting updates to program ordering tools
- Seek out opportunities to improve processes
- Provide guidance and training to newly hired advisors

Web Specialist Job Share

- Collaboration with team members
- Follow proper file management and procedures
- Image optimization for web use
- Photo editing removing backgrounds, sharpening, resizing, cropping, color corrections, etc.
- Create color chicklets
- Create swatches
- Handle large files
- Create links using Webzilla, Filezilla and Alfresco
- Work quickly in a fast paced environment
- Work independently

Graphic Design/Marketing Internship

Southwest Wisconsin Technical College Fennimore, WI

August 2009 to May 2010

- Manager of GIG (Graphic Innovations Group)
- Collaboration with members of GIG, instructors and clients
- Apply design concepts and digital photography to create flyers, brochures, banners, logos and articles for the Southwest Tech Connect and local newspaper
- Assisted Senior Designer to complete projects from concept to finish

Portfolio: tammyhansoncreativedesign.com