



Kameron Tracy

WEB DESIGNER/GRAPHIC DESIGNER

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SUMMARY

Experienced Website Designer and Graphic Designer with over 5 years of expertise in creating responsive, user-focused websites and visually impactful designs for small to medium-sized businesses. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, WordPress, and HTML/CSS. Skilled in UX/UI design, branding, typography, and layout development. Known for providing innovative solutions that enhance brand identity, drive customer engagement, and achieve measurable business growth while meeting tight deadlines and overseeing multiple projects effectively.

EDUCATION

Bachelor of Fine Arts, The Ohio State University | Columbus, OH

August 2017 - May 2020

EMPLOYMENT HISTORY

Website Designer and Graphic Designer at Designed By Kam LLC | Remote

January 2021 - Present

- Launched and grew a successful freelance web design business, completing over 50 custom WordPress websites for small businesses.
- Designed distinctive logos and branding strategies, resulting in a 40% average increase in client online engagement.
- Delivered personalized video tutorials, empowering clients to independently manage and update their websites.
- Achieved a 100% client satisfaction rate through responsive communication and tailored design solutions.

Website Designer at Endurance International Group LLC | Phoenix, AZ

January 2020 - December 2020

- Designed and produced over 100 WordPress websites for small to medium-sized enterprises (SMEs) nationwide, improving digital visibility by an average of 30%.
- Successfully managed a portfolio of 20+ simultaneous projects, maintaining a 100% on-time delivery rate.
- Enhanced client satisfaction scores by 25% through efficient workflows and high-quality designs tailored to business goals.

Lead Graphic Designer at AmeriCheer LLC | Westerville, OH

January 2019 - December 2019

- Created 40+ event logos, flyers, and ads for print and digital media, driving a 30% increase in event attendance.
- Developed email campaigns with a 15% click-through rate and designed custom apparel that boosted merchandise sales by 20%.
- Collaborated with marketing and event teams to elevate brand identity, earning recognition in regional publications.

Graphic Design Intern at The Ohio State University | Columbus, OH

April 2018 - December 2018

- Designed 30+ original graphics for social media, emails, and print materials, increasing engagement by 25%.
- Captured and edited over 100 photos and videos of campus events, enhancing promotional content for the university.
- Produced event signage that streamlined navigation and improved attendee satisfaction ratings by 15%.

Server/Bartender at Piney River Ranch | Vail, CO

July 2023 - October 2024

- Provided outstanding service to over 500,000 guests during one summer season, contributing to a 20% increase in kitchen revenue.
- Coordinated large events and weddings, ensuring seamless operations and memorable guest experiences.
- Managed canoe rentals and assisted with horseback riding experiences, enhancing the ranch's activity offerings.

SKILLS:

- Adobe CS
- Wordpress Development
- Branding & Visual Identity
- Responsive Design
- Ecommerce Platforms
- UX/UI Layout
- SEO
- HTML/CSS
- JavaScript
- Figma
- Project Management
- Attention to Detail
- Problem Solving
- Communication
- Adaptability

HOBBIES:

- Designing and building custom van conversions
- Writing, performing, and recording original music
- Filming and editing short films
- DIY woodworking and carpentry projects
- Traveling, road-tripping & exploring diverse places for creative inspiration
- Marathon-running, basketball and weight-training