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Traci Hieserich

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| Education | |
|  | California State University of Chico Chico, Ca  Bachelor of Arts- Majored in Art with Concentration in Computer Graphics and Studio Arts |
| Professional experience | |
|  | [January 2019 -June 2021] Knee Deep Brewing Company Auburn, CA  Graphic Designer/ Purchasing Director  Designed all visuals, can and bottle labels, and web site graphics. Ensured that all beer release design materials had a unique voice, stood out in the marketplace and had a consistent look and feel. Designed all product packaging, point of sale materials, events materials, merchandise, website and social media imagery and other deliverables. Collaborated with the sales and marketing team to create effective print and social media campaigns.  Maintained the company website and online store. Was in charge of stock management and ordering for all items throughout the brewery.  [June 2014 -April 2019] Stitch Fix Sacramento, CA  Senior Stylist  Help clients to look, feel, and be their best selves. Style new and returning clients efficiently and appropriately. Work on several special teams including Maternity, Men’s, and ReFix team. Help with interviewing potential candidates and stylists. Work with other stylists on team to improve their AOV and take rate.  [March 2009-June 2014] J&L Systems Roseville, CA  Graphic Artist: Contract Position  Designed graphics to be used in web sites, brochures, business cards and marketing materials. Designed company logos. Created graphics for inclusion in static and dynamic HTML pages and Java applets. Used several software applications and graphic resources to complete the design concept from research to completion of finished product. Maintained and organized all digital and paper files related to the web site and marketing materials.  [March 2006- December 2007] Cybertary Inc  Graphic Artist/Web Designer  Designed logos, letterheads, and brochures for Cybertary clients. Completed concept and page layout of email marketing campaigns. Designed the images, typography, graphs, and digital images to be used within the campaigns. Scanned, retouched, and color corrected the files to be used within the web sites and brochures. Read and interpreted narrative material and created appropriate designs accordingly. Designed marketing materials to be used within the Cybertary Franchise. Worked with vendors to create Cybertary merchandise for the franchise.  [August 2001-March 2004] Fancy Publications/ Bowtie Inc. Irvine, CA  Digital Artist  Scanned all photographs and slides to be used in the Bowtie magazines, books, and newsletters. Scanned all slides using a Heidelberg drum scanner. Scanned photographs, line art, and type on Heidelberg flatbed scanner. Retouched all images after scanning. Color corrected every image to be used within the printed publications. Prepared all traditional and electronic files for commercial printing CMYK and BW. Visited the printer vendor where I attended color theory and printing/ publishing class. Worked with editors, editorial staff members, and art directors of CatFancy and DogFancy magazine to create effective and creative magazine and page layouts. Completed all scheduling, tracking, and processing of materials received by the manufacturing department. Created and managed forms for the imaging department using Adobe Acrobat and Microsoft Excel. |
| Software skills | |
|  | Microsoft Office Suite, Adobe Creative Suite, HTML |