

TRACY MINGIN

TRACYMINGIN@GMAIL.COM | 856.906.8663 | TRACYMINGIN.COM

WORK EXPERIENCE

MINGIN LLC

FRONT OFFICE MANAGER | SEP 2022 – PRESENT | REMOTE

Provide Physician managerial support for their consultant practice.

- Create and maintain graphics, logo & branding support.
- Manage new technology implementation - streamline new patient input saving physician hours of manual input.
- Organize practice documentations and implement company manual for procedures, how-tos and account management.

NOVI AMS

FRONTEND DESIGNER | NOV 2017 – SEPT 2022 | REMOTE

Engineer and maintain frontend design system to manage growing association management software for trade associations, professional societies & chambers of commerce.

- Advocate for foundational changes creating an efficient SCSS workflow, allowing quick, easy CSS customizations, decreasing new client implementation time by nearly 40 hours.
- Champion for accessibility compliance; Reformed and maintain client sites to comply with WCAG AA Standards while educating on the importance of compliance.
- Write readable code adhering to internal front-end standards and maintain documentation towards reusable projects. Responsible for brand standards and compliance.

URBN

SOFTWARE ENGINEER | MAR 2016 – OCT 2017 | PHILADELPHIA, PA

FRONTEND DEVELOPER | FEB 2014 – MAR 2016 | PHILADELPHIA, PA

Implement e-commerce features and user interfaces that power all URBN Brands including Anthropologie, Urban Outfitters and Free People.

- Write readable code adhering to internal front-end standards and maintain documentation towards reusable projects.
- Design efficient and reusable front-end systems with responsive web design patterns.
- Collaborate with UX Designers, Product Managers, Business Analysts, QA Engineers and Software Engineers to deliver compelling user-facing products that power the shopping experience for millions of users.
- Develop operational, marketing, event and brand emails. Improve XML data flow to provide accurate order information to the customer.

PHILADELPHIA EAGLES

LEAD DIGITAL DEVELOPER | OCT 2013 – FEB 2014 | PHILADELPHIA, PA

FRONTEND DEVELOPER | MAY 2012 – OCT 2013 | PHILADELPHIA, PA

Responsible for the Philadelphia Eagles day-to-day digital operations and initiatives.

- Maintain PhiladelphiaEagles.com, LincolnFinancialField.com and Eagles mobile platforms by developing feature sections, microsites, multimedia applications and communications.
- Design graphics for web, print, mobile, social and marketing platforms.
- Coordinate with various departments including marketing, sales, merchandising, football operations, executive team and NFL to support digital initiatives and communication to fans.
- Implement email campaigns from conception to deployment including scheduling, A/B testing, database management, analytics and reporting for campaigns including weekly newsletters, breaking news, game notes, sponsorship promotions and event invitations.

EDUCATION

GRADUATE

MASTER OF SCIENCE IN
INTERACTIVE DESIGN & MEDIA

Philadelphia University 2012
Philadelphia, PA

UNDER GRADUATE

BACHELOR OF ART IN
GRAPHIC DESIGN

Rutgers University 2008
Camden, NJ

SKILLS

SPECIALTIES

HTML, CSS, SCSS, SASS

PROFICIENCIES

Javascript, jQuery, Gulp, JSON, XML

TECHNOLOGIES/PLATFORMS

Adobe Suite - Photoshop, Illustrator,
InDesign, After Effects

GitHub

Git / Terminal

Sublime Text

Figma

Project Management - Agile / JIRA,
Asana, Trello, Tettra, Scrum, Kanban
CMS - Contentful, Interwoven,
WordPress, Drupal
EMS/ESP - iContact, HubSpot,
CheetahMail, Mail Chimp

METHODOLOGIES

Responsive Design Patterns
Design Systems
Branding Compliance
Cross Browsers Compatibility
Mobile First Design
Accessibility (WCAG & ARIA)
User Experience
CSS Grid
BEM

FREELANCE

FREELANCE BUSINESS

STON CREATIVE LLC

Graphic & web design/development
business set up and ready to roll
for any freelance or 1099 work
opportunities.

MAMBO SPROUTS MARKETING

DIGITAL MEDIA SPECIALIST | OCT 2010 – MAY 2012 | COLLINGSWOOD, NJ

GRAPHIC DESIGNER | AUG 2008 – OCT 2010 | COLLINGSWOOD, NJ

Deploy digital marketing initiatives for leading natural & organic information & coupon site.

- Manage Digital Campaigns to fruition including concept, design, copy writing, development and implementation. Elements of digital campaigns include emails, landing pages, blogger outreach, branding and contest administration.
- Analyze site traffic and campaigns by conducting regular trends reports and reevaluate programs to optimize performance.
- Develop email campaigns with focus on driving traffic to site to increase lead generation.
- Design graphics for web, print, social and marketing platforms.

WOLTERS KLUWER

FREELANCE DESIGNER | FEB 2011 – JUN 2012 | REMOTE

Provide digital marketing team coding and creative support for email and web campaigns.

- Adhere to email production deadlines, managing up to 22 email deployments per week by populating templates, designing graphics and coding segmented campaigns.
- Design and update marketing graphics for e-commerce site.

CENTRAL RECORD PUBLICATIONS

GRAPHIC DESIGNER | OCT 2007 – AUG 2008 | MEDFORD, NJ

Graphic design support for the production department creating ads for various newspapers and publications within the Journal Register Company.

- Responsible for concept, design, layout, pagination, typography, image selection and proofreading and package preparation for various printers.

COURIER POST NEWSPAPER

GRAPHIC DESIGN INTERN | MAY 2007 – AUG 2007 | CHERRY HILL, NJ

Graphic design support for the Features & Special Sections department designing cover story layouts and special section layouts.

GD LOFT

GRAPHIC DESIGN INTERN | MAY 2007 – AUG 2007 | PHILADELPHIA, PA

Graphic design support within the studio with research, design, photography and printing.