

# TRACY MINGIN

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## 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.