

# Paulina Tracz / graphic designer

design@simplepea.com | <http://design.simplepea.com>

## Education:

**Fashion Institute of Technology**  
AS Communication Design, 2006  
Magna Cum Laude

**Cornell University**  
BS Communication, 2001  
Dean's List

## Design Experience:

### 2005 SpaFinder, Inc. / Lead Web Designer

Responsible for all aspects of design of SpaFinder.com, a global online spa directory averaging 4,834,629 visits per year.

#### Highlight projects:

- Complete redesign of website based on usability testing, resulting in major increase in gift certificate sales and search experience. The design was adapted by international partners in the UK, France, Germany, Italy and Spain.
- Design and project management of SpaFinder Lifestyle, a webzine of spa content.
- Complete sales campaigns for all major marketing seasons including concept development, planning, and design of banners, graphic emails, flash animated e-cards and site content for both SpaFinder and Spa and Salon Wish brands.
- SpaBooker online reservation flow for spa treatments.
- Miscellaneous printed marketing materials including posters, brochures, postcards, to support branding initiatives.

### 2006 / Freelance Designer

Designed and developed websites and marketing collateral for businesses in the spa and wellness industries.

### 2004-2005, Animal Rights Foundation of Florida / Graphic Designer

Created unified print and web collateral to support the non-profit organization's educational and fundraising campaigns.

### 2001-2005, New Age Health Spa / Promotions Manager

Responsible for creating all web and print collateral to represent the spa's brand in a unified manner and managing communication campaigns to promote it nationally.

## Skills:

- Creative: Design, art direction, photography, concept development, writing, and project management for web and print.
- Software: Adobe Suite (Illustrator, Photoshop, ImageReady, InDesign, Acrobat, Dreamweaver, Fireworks, Flash), Quark XPress, Microsoft Office applications, HTML and CSS coding and JavaScript on both the Mac and PC platforms.

Design/writing samples and references available upon request.