

# Tracy Turner

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[Dribbble](#)

[tracymariedesign.com](#)

“Tracy solves for the customer.

She is quick to turn to user feedback for ideas or critique”

## Phil Manno

“In my 12 years of creative experience in corporate marketing, I have never had a better manager than Tracy. She never hesitated to help me navigate complex challenges, and always supported my professional growth.”

## Amanda Glaeser

## Software

### Design + Prototype:

Figma, Sketch, Adobe Creative Suite, InVision App, Abstract, Zeplin, Whimsical

### Project Management:

JIRA, Trello, Asana, Pivotal Tracker

### Admin:

Slack, Google Docs, Pardot, Dropbox, Prismic (CMS)

### User Testing/Analytics:

Google Analytics, Optimizely, Usertesting.com

## Awards/Certifications

**Dare to Lead Trained** | 2019

**Volusion Elevate Award** | 2017

## Education

### Missouri State University

Bachelors of Fine Art | 2004-2008

Graphic Design + Illustration

## Product + Brand Designer | Creative Manager

I have 9+ years of experience as a product, brand and web designer with 2+ years of creative management experience. I have a passion for designing and directing cohesive, optimized, and immersive experiences that help users and businesses reach their goals.

## Professional Experience

### Creative Content Manager

 Volusion, Austin, TX | Jan 2020 – Present

- Manage a team of 4 direct reports with responsibilities including video production, animation, design, and content writing
- Design and direct UI for product features to reduce customer friction and increase user engagement within the platform
- Develop a brand strategy and design system to support both the product and marketing teams with design and messaging alignment
- Manage the workflow between leadership, design, and development for the newly positioned website

### Design Manager

Volusion, Austin, TX | Oct 2018 – Dec 2019 (1 yr 8 mo)

- Directed and managed workflow for an external web development team to ensure quality and alignment with the design direction
- Created content focused on converting visitors into paying merchants, including landing pages and digital ad campaigns
- Generated creative solutions and UX strategy for web experiences to enable A/B testing contributing to CRO initiatives
- Managed 2 direct reports including a visual/UI, and motion graphics designer

### Sr. Visual Designer

Volusion, Austin, TX | Feb 2014 – Oct 2018 (4 yrs 9 mo)

- Lead the visual direction for digital marketing collateral across 3 products each focused on a different audience
- Mentored junior team members

### Web Designer

Volusion, Austin, TX | Dec 2012 – Feb 2014 (1 yr 3 mo)

- Designed marketing web pages for Volusion’s flagship platform

### Digital Art director

Romney for President, Boston, MA | Nov. 2011–Nov. 2012 (1 yr)

- Designed merchandise, digital ad campaigns and online store experience contributing to fundraising efforts

### Assistant Art Director

Noble and Associates, Springfield, MO | Jun. 2010–Nov. 2011 (1 yr 6 mo)

- Designed and produced print and digital marketing collateral for clients in a fast-paced agency environment