

# TRACIE NEISWONGER

- 415.686.5820
- tracie.neiswonger@gmail.com
- neisdesigns.com

## EDUCATION

### CERTIFICATION

#### User Experience

UCLA Extension

09.2020

### CERTIFICATION

#### Certified Public Communicator

Texas Christian University

07.2018

### BACHELOR OF SCIENCE

#### Graphic Design

The Art Institute of California, SF

03.2010

## SKILLS

- Adobe Creative Suite
- Prototyping: Adobe XD, InVision, Figma.
- Website Content Management Systems
- Microsoft Office
- Project and Vendor Management
- Photography & Basic Video Editing
- Knowledge of different printing processes/techniques
- Content Development & Social Media
- Persona Creation & Journey Mapping

## AWARDS

**APPA - Excellence in Public Power Communications Awards:** Print & Digital, 2021; Web & Social Media, 2021.

**3CMA - "Go Green" Communication Program Efforts:** Award of Excellence, Burbank's Billion Gallon Challenge, 2016.

**3CMA - "Citizen Participation":** Silver, Burbank's Billion Gallon Challenge, 2016.

**3CMA - "Communication or Marketing Plan," SAVVY,** Burbank's Billion Gallon Challenge, 2016.

**PromaxBDA Game Marketing Awards:** "Best Swag" - Bronze, LEGO® Star Wars® III: The Clone Wars™ "Holiday Promotional Item," 2016.

**PromaxBDA Game Marketing Awards:** "Best Swag" - Silver, LEGO® Star Wars® III: The Clone Wars™ "Pop-Up," 2012.

## EXPERIENCE

09.2021 - 04.2023 / BURBANK WATER AND POWER / BURBANK, CA

### Marketing Associate

- Designed unified identities for programs that include illustrations, patterns, graphics and typography for both print and digital publications.
- Managed asset creation, content development, and creative campaign implementation across multiple communication channels.
- Authored new content and updates in website content management system (CMS) and regularly audited and tracked content changes on the BWP website.
- Rolled out new city-wide branding in collaboration with other city departments.
- Developed solid omni-channel communication plans for programs, services, and capital projects that increased customer digital self-service and reduced phone calls.
- Managed a small team of contractors to produce a quarterly printed newsletter read by 7 out of 10 Burbank residents.
- Produced an editorial calendar and curated content for a digital newsletter with an average open rate of 50%, double the industry standard for government agencies.
- Leverage customer data and insights to develop unique ways to outreach and create partnerships with customers.
- Implemented a financial assistance program for Burbank residents, with over 50% (~2,000) participation from income-qualified customers.
- Oversee outsourcing budget up to \$350k annually.

02.2015 - 09.2021 / BURBANK WATER AND POWER / BURBANK, CA

### Graphics Media Designer

- Create print documents, including forms, applications, brochures, posters, signage, and annual reports, taking them from design to collecting them for output for printing with a vendor and online publishing.
- Redesigned website to increase customer self-service and mobile views by over 20%.
- Created new web pages and performed content updates in website CMS, plus regularly audited and tracked content changes on the BWP website.
- Responsible for overseeing regular website maintenance.
- Designed omni-channel communication plans for programs, services, and capital projects that increased digital self-service and reduced phone calls.
- Oversee outsourcing budget up to \$250k annually.
- Juggled multiple projects across multiple stakeholders with varied priorities and timelines.

11.2011 - 02.2015 / TREERING / SAN MATEO, CA

### Graphic Designer

- Provided visual design for the company website, yearbook editor tool, and mobile app.
- Spearheaded artistic direction for consumer-facing products.
- Managed a small team of freelance artists to deliver high-quality yearbook templates.
- Provided design support and customer service to TreeRing clients and assisted them with graphic and printing needs.
- Uploaded and meta tagged thousands of graphics into company proprietary software so that graphics were able to be found and used by TreeRing customers.

05.2010 - 12.2011 / LUCASARTS (LUCASFILM) / SAN FRANCISCO, CA

### Marketing - Creative Services Intern

- Assisted the Marketing Creative Services team with the production of digital and printed assets for a variety of video games.
- Designed artwork for advertisements, packaging, store displays, large format printed banners, email blasts, and award-winning promotional items. Created artwork, ads, and digital banners for Xbox and PlayStation store online platforms.
- Developed point of sale signage for LucasArts games for retail partners.
- Created game inserts, large format posters, signage, and promotional items for events.
- Color corrected and digitally painted screenshots, photographs, and keyart.
- Modified fonts for video game titles.