

Tracey Greene

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Experience:

- 2005–Present
Bridgeline Software. Woburn, Massachusetts.
Vice President of Interface Design: oversee all creative, user experience, and strategy services offered to clients including managing designers, user experience architects, interns, freelancers, and resources for well known companies such as Partners Healthcare, John Hancock, Hooked on Phonics, etc.
Proposals, estimates, project plans, information architecture, strategic direction, interface design, usability analysis, Flash design, animation, and scripting, company marketing and promotion, video and audio.
MITX Award winner.
- 1996–2005
Show & Tell, Inc. Chestnut Hill, Massachusetts.
Design Director: responsible for creating and producing web sites and interactive demos for well known companies such as Ameritrade, AT&T, Citibank, Dell, Logitech, JP Morgan, Microsoft, Standard & Poor's, Staples, State Street Bank, Tweeter, etc.
Site architecture, strategy, branding, art direction, usability, project management, production, company marketing and promotion, video and audio production, print, storyboarding, animation, 3D, hiring.
MIMC Award winner.
- 2000–Present
University of Massachusetts at Lowell. Lowell, Massachusetts.
Adjunct Professor: teach Web Design and Advanced Studio classes and maintain University of Massachusetts at Lowell's Art Department website.
- 1999–Present
Freelance Opportunities
Perform all assets of web site creation in terms of project management, brand identity, information architecture, content management, site design, production, and maintenance. A few example institutions include American Textile History Museum, Commonwealth Cash Management, Pro-Pharmaceuticals, etc.
- 1994–1996
Palmer Jarvis Advertising. Regina, Saskatchewan.
Art Director: oversee all multimedia and print production, project management, maintain computer system and network, give tutorials on new software to fellow employees.

Education:

- 1993
Bachelor of Fine Arts in Graphic Design
University of Massachusetts Lowell. Lowell, Massachusetts.

Portfolio:

www.trayandalan.com/tracey

