



CARRIE ALDERFER

Visual Designer | Web Designer

 (256) 683-5554

 alderfer@chromaddict.com

 carriealderfer.com

 Madison, Alabama

SUMMARY

Organized and creative senior designer with over 25 years of experience creating and implementing design solutions for businesses across various industry sectors. Expertise in Adobe Creative Suite, Wordpress, and visual brand development. Seeking a position as a visual and/or web designer.

PROFESSIONAL EXPERIENCE

Owner, Designer, Programmer

ChromAddict, Huntsville, AL

2002 - Present

- Focused on helping small businesses with visual branding solutions
- Proficient at creating brand elements, style guides, traditional print design, packaging design, infographics, web design and programming, and digital assets for clients in a timely manner and within budget constraints.
- Worked extensively with Wordpress and WooCommerce for implementation of client websites

Art Director

ITC^DeltaCom, Huntsville, AL

1999 - 2002

- Responsible for the "look and feel" of ITC^DeltaCom's corporate image both externally and internally.
- Redesigned and maintained corporate website.
- Redesigned trade show booth graphics.
- Worked closely with marketing specialists to craft marketing materials and campaigns, internal and external events, and trade shows.
- Interfaced extensively with IT department to determine the best site flow, design specifications, and user interface design for the company intranet.
- Learned Active Server Pages to program pages for the intranet.

Graphic Artist

Sigma Services of America, Inc, (SSAI) Huntsville, AL

1995 - 1999

- Responsible for all graphics work produced for SSAI, its two divisions, and its government contracts.
- Projects included creation of branding elements, powerpoint presentations, booklets, website design and maintenance, wall charts, posters, Army Challenge Coins, tabletop displays.
- Conducted Professional Development Hours classes for Professional Engineers on internet technology and HTML programming.

EDUCATION

Bachelor of Arts, Cum Laude, Honors program, Math minor, University of Alabama in Huntsville, Huntsville, AL

09/1993 - 05/1997

STRENGTHS

Detail-oriented

History of creating award-winning design for both traditional print and digital marketing assets.

Serious Organizational Skills

Over 25 years experience handling multiple projects for multiple clients in time-sensitive and budget constrained environments.

Strong Collaborator

Extensive relationship-building skills and experience working collaboratively with clients, co-workers, and vendors.

Forward Thinker

Ability and willingness to learn new things as needed to do my job better and more efficiently.

SKILLS

Adobe Creative Suite	PHP
Wordpress	HTML
WooCommerce	CSS
Javascript	mysql
Microsoft 365	Mailchimp
Copy writing and editing	Infographics
Basic photography	Branding
UI design	UX research
Written tutorials	Style guides
Hand-drawn illustrations	Pattern design

COURSES

Began Graduate Certificate in User Experience at University of Alabama in Huntsville in Spring 2024 with the User Interface Design course

PASSIONS

Useful Design

Beautiful and easy to understand user interfaces and informational graphics

Combining Traditional with Digital

Finding ways to combine my love of traditional illustration and art with digital technology