




# CARRIE ALDERFER

Visual Designer | Web Designer

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 Madison, Alabama

 carriealderfer.com

## 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 designer 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/social media assets for clients in a timely manner and within budget constraints.
- Worked extensively with Wordpress and WooCommerce for design and 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.

## EDUCATION

01/2024 - Present

Began Graduate Certificate in User Experience, University of Alabama in Huntsville, Huntsville, AL

09/1993 - 05/1997

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

## STRENGTHS

### Detail-oriented

An award-winning designer with a keen eye for detail, ensuring every element is thoughtfully crafted to create cohesive and impactful designs.

### Management Skills

Over 25 years experience managing diverse projects for a wide range of clients, delivering results in time-sensitive and budget-constrained environments.

### Strong Collaborator

Extensive experience building relationships and working collaboratively with clients, colleagues, and vendors to achieve shared goals.

### Forward Thinker

Always looking to the future and committed to learning new skills and approaches to enhance performance and drive efficiency.

## SKILLS

Adobe Creative Suite	Wordpress
Microsoft 365	WooCommerce
Procreate	Mailchimp
Branding	HTML
Copy writing and editing	PHP
Basic photography	CSS
Infographics	JavaScript
Written tutorials	mysql
Style guides	UX research
Illustrations	UI design
Pattern design	

## HIGHLIGHTS

- Earned over 30 American Advertising Awards
- Received the Governor's Award for Volunteer of the Year, 7th District Chapter of the American Advertising Federation
- Served as President, Awards Chair, and Webmaster for the American Advertising Federation - North Alabama

## PASSIONS

### Combining Traditional with Digital

Finding ways to combine my love of traditional illustration and art with digital technologies to create something unique.

### Useful Design

Beautiful and easy to understand design solutions that help people find what they're looking for and understand the information.