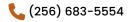
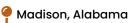
# **CARRIE ALDERFER**

Visual Designer | Web Designer





alderfer@chromaddict.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.