

CARRIE ALDERFER

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Madison, Alabama

carriealderfer.com/design-work

SUMMARY

Organized, creative designer with experience delivering effective visual solutions for businesses across diverse industries. Transitioning from freelance practice to a full-time role, with expertise in Adobe Creative Suite, WordPress, and visual brand development, supported by strong project management and business operations skills. Seeking an opportunity to contribute design leadership and create impactful, purposeful work that supports clear communication.

SKILLS & STRENGTHS

Project Management

Managed multiple design projects simultaneously, including budget tracking, vendor coordination, client discovery, progress reviews, and final project delivery. Highly detail-oriented with strong time management and process oversight skills.

Requirements Definition Discovery

Guided clients through the discovery process to define goals, target audiences, data organization schemes, and user interface parameters. Experienced in translating stakeholder needs into structured, actionable plans.

Good Communicator

Skilled at bridging communication between technical and non-technical teams. With a foundation in visual communication combined with skills in science, math, and programming, I make complex ideas accessible and foster shared understanding across disciplines.

Diverse Technical and Creative Background

Belief that a diverse background of knowledge across the arts and the sciences is beneficial for problem solving, and that continuing education is essential. Skills include in-depth knowledge of Adobe Creative Suite and Wordpress, intermediate knowledge of PHP, CSS, UI design, Procreate, Microsoft Word and Powerpoint, and beginning skills with Microsoft Excel, Python, Javascript, MySQL, C, C++, UNIX, UX research, Figma, GitHub, and Visual Studio Code.

PROFESSIONAL EXPERIENCE

2002 - Present *Owner, Designer, Programmer / ChromAddict / Madison, AL*

- Develop branding systems for small businesses by analyzing requirements, constraints, and goals to deliver scalable solutions.
- Work with clients to analyze and organize their content in order to design and implement user-friendly websites, coordinate with vendors as needed, and train clients in website maintenance.
- Collaborate with clients to design customized visual solutions by creating original design elements and photography that solve communication challenges
- Manage all aspects of my own business, including client management, workflow, day-to-day accounting, product design, and marketing.

PROFESSIONAL EXPERIENCE continued

1999 - 2002 *Art Director / ITC^DeltaCom / Huntsville, AL*

- Was responsible for the design of external and internal visual communications produced by the marketing department
- Interfaced extensively with IT department to determine the best site flow, design specifications, and user interface design for the company intranet.
- Smoothed strained relations between Marketing and IT through the ability to communicate each side's issues in terms the other department could understand.
- Learned Active Server Pages to program pages for the company intranet.

1995 - 1999 *Graphic Artist / Sigma Services of America, Inc. (SSAI) / Huntsville, AL*

- Was responsible for design work needed in support of government contracts and marketing of SSAI.
- Designed and programmed the front-end website and back-end website used by SSAI for conference attendance and management for the Space and Missile Defense Conference (SMDC).
- Conducted Professional Development Hours classes for Professional Engineers on internet technology and HTML.

EDUCATION

Calhoun Community College, Huntsville, AL

Systems Engineering Technology (SET), 08/2025 - Present

Taking the second SET course and Business Statistics spring semester.

University of Alabama in Huntsville, Huntsville, AL

Graduate Certificate in User Experience, 01/2024 - Present

Began Graduate Certificate in User Experience with a User Interface Design course.

University of Alabama in Huntsville, Huntsville, AL

Bachelors of Arts Degree in Art, Graphic Design concentration, 09/1993 - 05/1997

Cum Laude, Honors program, Co-op program, Math minor.

ONLINE COURSES

Coursera.org

Data Science Math Skills presented by Duke University, 6/25 - 7/25

Credential ID BEZE76342TDS

Python for Everybody five course series presented by the University of Michigan, 5/25 - 6/25

Credential ID TLWV2TLXJJEO

AWARDS/HIGHLIGHTS

- Currently serving as Webmaster for Alabama Women's Caucus for Art.
- Earned over 30 American Advertising Awards.
- Received the Governor's Award for Volunteer of the Year, 7th District Chapter of the American Advertising Federation.
- Held various board positions for American Advertising Federation - North Alabama including President, Awards Chair, and Webmaster.