

# Cheryl Rae

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Portfolio @ Cheryl-Rae.com

## Art & Creative Director

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**Excellent leadership, business acumen, and artistic talent leveraged to deliver high-quality and engaging web, graphic, and interactive design projects.**

Solid success directing and implementing broad range of revenue-generating design projects, from conception through launch. Readily translate business and client requirements into effective campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

Creative Development • Operations Management • Image Readiness • Product Information Management (PIM) • Interactive Visualization • Marketing Strategies • Universal Configurators • Liquid Pixels Coding • UX Design • Relationship Building • Customer Service • Performance Management • Team Leadership & Training • Outreach • Technical Troubleshooting • Adobe CS • XML • CSS • Google Analytics • Mac OS

## Professional Experience

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American Achievement Corp. / Balfour.com – Austin, TX

### **Interactive Visualization IT, 2016 – Present**

Direct all aspects of interactive visualization for multiple websites and industry partners, including Wal-Mart, Zales, and JCPenney. Perform coding and artwork projects from initial concept through delivery as well as image area for PIM and UX design.

- Consistently achieved all project and art objectives within demanding timelines utilizing an Agile environment.

Self Employed – Austin, TX

### **Freelance Web Designer / Web Master / Graphic Artist, 2010 – Present**

Leverage expertise in HTML, CSS, and CMS to meet diverse customer needs. Complete site designs in WordPress.

- Enabled effective decision making through analysis and reports on success of email marketing campaigns and site traffic.

Institute for Advanced Technology, University of Texas at Austin – Austin, TX

### **Webmaster / Graphic Artist / Director, 1999 – 2010**

Spearheaded design and implementation of institute's media strategy including promotional materials, web design and presence, and digital media for international conferences. Collaborated with scientists and engineers to create technical illustrations, presentations, and posters.

- Created and maintained dynamic brand image for institute.

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- Continually explored new applications and techniques to produce innovative design ideas and remain at cutting edge of field.
- Led internal training, seminars, and coaching related to creative design, art direction, and web design.

*Additional experience as Creative Director, Instructional Technology Manager, and Editor.*

## **Educational Background**

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### **Master of Arts in Art Museum Education**

University of Texas at Austin – Austin, TX

### **Bachelor of Liberal Studies in Photocommunications**

St. Edwards University, Graduated Summa Cum Laude – Austin, TX

**Certificate in Webmaster, Design, & Media**, Austin Community College, 2009

## **Honors & Awards**

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Quarterfinalist, Telescript for CSI – Scriptapalooza Scriptwriting Competition, 2010

Quarterfinalist, Telescript for NCIS – Writer’s Network, 2009

Honorable Mention, 77<sup>th</sup> Annual Writer’s Digest Scriptwriting Manuscript Competition, 2008

Third Place, Writer’s League Manuscript Competition, 2004

## **Professional Affiliations**

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Board Member, Austin Chapter of Romance Writers of America (ARWA), 2012 – Present

Board Member, Volunteer Committee, Environmental Assoc. of St. Thomas & St. John, 2006 – Present

Board Member, Greener Virgin Islands, 2015 – Present