

Traci S. Cossman
Greensboro, NC
336 209-3526
tracicossman@gmail.com
tracicossman.com

Experienced graphic designer
Dependable team member
Creative thinker and doer
Strong collaborator
Consistent problem solver

Experience **The StayWell Company, LLC** (formerly Krames StayWell, Vitality Communications), Greensboro, NC
**Design Manager (December 2011–May 2019), Senior Art Director (March 2007–December 2011),
Art Director (March 2003–March 2007)**

Clients: American Diabetes Association, American Heart Association, American Stroke Association, Merck, American Cancer Society, Blue Cross Blue Shield of California, Preventive Cardiovascular Nurses Association, Fisher Center for Alzheimer's Research Foundation, American Gastroenterological Association, Association of Black Cardiologists, The Endocrine Society/Hormone Health Network, American Association of Nurse Practitioners

Print responsibilities: design and production of custom award-winning national consumer wellness magazines, patient and healthcare provider education campaigns, workbooks, brochures, direct mail, advertising, toolkits, infographics, media kits, monthly newsletters, an APEX® Award-winning annual healthcare directory for employers, and numerous other projects. Duties included page layout, image selection, image editing, preparation of files for printing, and creation of foreign language editions. Coordinated with client, editor, account manager, creative director, production manager, and translator.

Multimedia responsibilities: design and production of digital patient education workbooks, including conversion from print to digital software formats, audio script preparation, audio file review and minor editing, video selection, printable tools, quiz and survey creation, production of foreign language editions, file uploads, file maintenance as needed. Email campaign and social media images. Content coordination and editing for patient education portals. Coordinated production with client, editor, account manager, creative director, production manager, hosting vendor, and translator.

Also hired and managed another senior designer, and served as a representative in the company culture/wellness committee, coordinating activities and outreach at my local office.

BCE Emergis Technologies, Inc. (formerly InvoiceLink Corporation), Greensboro, NC
Graphic Designer • April 2000–February 2003

Print responsibilities: design and production of a CD-ROM self-mailer, a 12-page magazine insert with national distribution, sales collateral, company stationery.

Multimedia responsibilities: coordination of CD-ROM product demo project, design and production of three quarterly HTML newsletters and one monthly HTML newsletter, miscellaneous graphics for corporate Web site and software application interface.

National Home Furnishings Association, High Point, NC
Art Director, *Home Furnishings Executive* magazine • November 1998–April 2000

Responsible for layout of monthly print magazine, image selection, image editing, and typography. Coordinated magazine production with editor, advertising sales, and publisher. Prepared files for film output, and worked closely with service bureau.

Eastern Music Festival, Greensboro, NC
Marketing and Development Assistant • February 1997–November 1998

Assisted in the development and implementation of publications and public relations campaigns, managed ticket sales and box office staff, database management, bulk mailings, general office support.

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Education **North Carolina State University School of Design**
Bachelor of Environmental Design in Graphic Design • May 1996
Graduated Cum Laude

Software Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat,
Microsoft Word, Microsoft Excel, Microsoft PowerPoint

Portfolio site: tracicossman.com

References available upon request.