



TRACEY ATENCIO

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i ABOUT ME

Since early childhood, growing up in a small agricultural community in Idaho, I've developed a strong passion for food, art, nature, and the creativity inspired by the outdoors and my natural surroundings. I love every opportunity that allows me to utilize my creative and technical skills while promoting a healthier world and more vibrant community. I strive for constant growth in every aspect of my personal and professional life and find that I am most satisfied with my work when it is something I believe will make a difference.

My Toolbox: Top App Proficiencies



📁 EXPERIENCE

GRAPHIC & WEB DESIGN

Graphic & Web Designer (Freelance)

Green Rabbit Designs, Colorado • 2010 - Present

As a freelance designer, complete projects in both print and web mediums, for a range of clients and organizations. Focus is on developing marketing basics for small businesses, including marketing collateral, signs, identity, web projects, emails, event materials, etc.

Graphic & Web Designer

Power Marketing Company • 2011 - 2018
883 N Wildwood St, Boise, ID 83713

As a designer at PMC, worked with a full-service marketing team in consulting and fulfillment of marketing projects for a variety of companies and industries. Designs were created within the framework of targeted marketing to achieve specific results and goals. Projects range from basic print materials, to websites, signs, print and web ads, and event materials.

Senior Graphic Designer

The Newsletter Pro • 2013 - 2015
9941 W Emerald St. Boise, ID 83704

As a designer at TNP, worked with the team at this startup marketing company and print shop to produce, design, print and mail monthly newsletters for clients in a range of industries. Also maintained design file organization and trained new designers.

View Design Portfolio: www.GreenRabbitDesigns.com

CULINARY & RETAIL

Whole Foods Store Support & Demo Team

Superior Store, Superior, CO • 2018

As an Store Support TM, perform all duties related to sign changes, including adding/removing Prime, sale, seasonal and fund-raiser signage; keeping inventory and schedule for signs received; assisting with sign/tag audits; maintaining fixtures and displays; operating related machines to produce/finish signs. As a Demo TM, performing demos for sale and promotional items.

Whole Foods Bakery, Baker

Superior Store, Superior, CO • 2017 - 2018
Baseline Store, Boulder, CO • 2016 - 2017

As a bakery team member, responsibilities include preparing, packaging, and labeling food products according to standards; changing out signs, displays, and labels for sale cycles; helping customers find and order products; working with team members to complete tasks; maintaining product on shelves; and performing all opening/closing duties for the dept.

Whole Foods Store Floater

Bradburn Store, Westminster; Baseline Store, Boulder, CO • 2015 - 2016

As a floater, assisted in all departments, especially grocery, produce, prepared foods, customer service, and bakery departments as needed.

References & extended job history available upon request.

🎓 EDUCATION

AOS Graphic & Web Design, 2013

Sessions College for Professional Design

Courses and curriculum included:

- Adobe training in InDesign, Illustrator, Photoshop, Dreamweaver and related applications
- Marketing, branding, and identity development
- Design principles, visual arts, and color theory
- Print and web standards and file preparation

AAS Culinary & Pastry Arts, 2010

International Culinary Institute at The Art Institute of Seattle

Courses and curriculum included:

- Food industry standards and processes
- Training in kitchen tools, appliances, and techniques
- Restaurant/food establishment business management
- Cost, pricing, and budgeting practices