

Tracey Lawrence, MS — Digital Arts Expert

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Web Sites: www.traceFX.com and www.graphicdetailinc.com (gallery)

Armed with a wide range of hands-on experience in design, graphic arts, web site management and video production, I alleviate bottlenecks in digital workflows, saving time, money and aggravation for my clients.

EXPERIENCE:

Presently: Consulting through TraceFx and Graphic Detail, Inc., providing design and production services for video, print and internet, branding, corporate identity, workflow and training solutions.

Ringwood Municipal Cable TV: Station Manager, videographer, editor and producer. Research equipment and solutions, produce segments, created station identity and graphics. Rebuilt entire studio from the ground up, including an online streaming web cast at ustream.tv/channel/ringwood-tv. Designed and maintain microsites for the town: ringwoodnjboroclerk.com/ and ringwoodnjdpw.com/. Maintain Facebook page and Twitter feed for the channel.

The Craftsmen Printers, Clifton, NJ: Rebuilt their prepress facilities, train their production people and provide ongoing technical and production support.

New York Telework Examiner: A blog site where I write about technologies that enable working remotely: <http://www.examiner.com/x-10847-NY-Telework-Examiner>

AyurVideo Productions, LLC: Creative partner and producer of DVDs providing instruction in holistic lifestyle practices. Design, scripting, project management, videography, editing, motion graphics, voice overs, sound, DVD production, packaging, marketing, product development, etc. Dissolved due to economic meltdown.

Adobe Systems: Writer of the Certified Expert Exam for Illustrator CS3 in collaboration with NIIT.

EMPLOYMENT HISTORY:

1/07 to Present • **New York University**, 11 W. 42nd Street, NY: Adjunct Professor, M.A. program for Graphic Communications Management & Technology, developed curricula and teach Managing Applications for Crossmedia Publishing I and II.

9/00 to 1/02 • **New York City College of Technology**, CUNY, 300 Jay Street, Brooklyn, NY • Adjunct Professor. Developed and implemented curricula for this technical four-year college's Graphic Arts department.

5/96 to 2/98 • **Bonjour Group** (Bonjour, Route 66, Faded Glory) New York, NY • Production Manager/Designer. Developed workflows for Kmart and Wal-mart facilitating design, delivery and production of all packaging materials for private label garments.

EDUCATION:

5/07 • **New York University** • Master of Science in Digital Imaging and Design. Dean's Fellowship recipient.

6/78 • **New York University** • Washington Square School of Arts & Sciences, New York, NY • Bachelor of Arts with Honors in Psychology. Regents and NYU Arts & Sciences Scholarships.

6/74 • **James Madison High School**, Brooklyn, NY • High School Diploma. Art major.

AWARDS:

"In The Eye Of The Beholder," a live action short, 2007: selected for inclusion in the Garden State Film Festival 2008 and given Honorable Mention in The Accolade Competition, 2007.

Arthur Meyers Memorial Award for Outstanding Instructor presented by the Association for Graphic Communications at the Fashion Institute of Technology in New York, 2001.

Saint-Gaudens Medal for Fine Draftsmanship at the Metropolitan Museum of Art in New York, June 1974.

INDEPENDENT STUDY/MEMBERSHIPS:

Read *Student Filmmakers Magazine*, *InDesign Magazine*, *Creative Cow Magazine*, *Macworld*, *Rolling Stone*. Member of AIGA NY • After Effects Users Group of NY • Jersey Access Group Member/Member of Alliance for Community Media