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Education

University of Wisconsin Madison

Currently Enrolled

- Continuing Studies in Fine Arts

Southwest Wisconsin Technical College Fennimore, WI

August 2008 to May 2010

- Associate Degree in Applied Science, Graphic/Web Design GPA: 4.0 (/4.0)
- Southwest Wisconsin Technical College Dean’s List (4 semesters)

Wisconsin Department of Public Instruction

August 1998 to January 2005

- Special Education Program Aide License

Activities/Honors

- Vice President of Phi Theta Kappa *National Honor Society*
- Manager of G.I.G. *Graphic Innovations Group* Students volunteering their design skills for campus and community to gain experience and improve skills
- Member of SWTC Student Senate
- Secretary for the Clyde Community Center Board – 2 terms

Software/Systems

Adobe InDesign CC	HTML	Salesforce
Adobe Photoshop CC	XHTML	ColorHexa (Color Conversion)
Adobe Illustrator CC	CSS	Access Data Base
Adobe Dreamweaver CC	JavaScript	Wufoo Form Builder
Adobe Fireworks CC	PitStop Pro	SharePoint
Adobe Bridge CC	CES/Hybris	YesMail
Adobe Acrobat Pro 9	IPLM	Filezilla
Adobe Flash CC	Microsoft Suite	Alfresco
Adobe Scene7	COMS	Mac and PC Proficient

Freelance Experience

January 2010 to Present

Graphic Design and Photography

Bowdacious Salon Spring Green, WI bowdatioussalon.com

Thursday’s Child Mt Hope, WI thursdayschildwisconsin.org

- Collaborate with clients to ensure the highest level of quality and client satisfaction
- Company Rebranding
- Logo design and development
- Design projects include business cards, brochures, gift certificates, newspaper advertisements, window decals, invitations
- Work with printer to ensure all documents are high quality print pieces
- Design web pages and illustrations using Adobe Dreamweaver, Illustrator and Photoshop
- Set up URL and web hosting through Network Solutions/Ipge/Go Daddy
- Upload web pages and maintain web site
- Provide search engine optimization
- On site photography of salon/clients for use on the web site
- Provided software training to enable client to maintain web site
- Organization of photo shoots
- Supply own equipment including camera, tripod and lighting
- Photo editing including retouching, resizing and image optimization

Lands' End Business Experience

January 2011 to Present

Lands' End Business Dodgeville, WI

Print and Design Assistant

- Maintain excellent communication and organization to work efficiently and meet deadlines
- Produce print pieces for internal and external use such as image brochures, order forms and dress code brochures using templates in Adobe InDesign CC
- Formatting the copy according to graphic guidelines
- Follow proper file management and procedures
- Build and edit company eStores for National Sales, Mid Size, Lands' End School Uniforms
- Image optimization – removing backgrounds, sharpening, resizing, color corrections, etc.
- Create color chicklets and swatches for use in collection templates and image brochures
- Image manipulation using Adobe Photoshop CC
- Modifying logos, images, and line drawings according to graphic guidelines
- Strive to improve processes such as creating a Sharepoint print and design procedure manual
- Create forms/templates using Wufoo Form Builder and HTML coding including copy, images, links
- Create eCatalog links for use on LEBO website and customer eStores
- Mapping catalogs and creating links using Adobe Scene7
- Create certificates using YesMail
- Create PowerPoint presentations
- Data entry and reporting using Microsoft Excel and ASAP Utilities
- Training new hires in the Print & Design Assistant role

Web Specialist

- Create display banners for Lands' End Business web site
- Create banners for social posts on Facebook, LinkedIn, Twitter
- Image optimization for web use
- Photo editing removing backgrounds, sharpening, resizing, cropping, color corrections, etc.
- Create color chicklets and swatches
- Apply knowledge of HTML/CSS for various web projects
- Handle large files
- Create links using Webzilla, Filezilla and Alfresco
- Work quickly and independently in a fast paced environment
- Follow proper file management and procedures

Project Advisor

- Manage workflow of the Project Advisor team through Salesforce and Sharepoint, prioritizing projects and assigning to team members to ensure projects were completed with accuracy and timeliness
- Collaborate with cross-functional partners to maintain processes and solutions to meet customer program requirements including Web Builds, Merchandising and Print & Design
- Maintain excellent communication and organization to work efficiently, meet deadlines and foster a positive work environment
- Execute projects and tasks associated with Sales Operations to meet program requirements
- Ability to reprioritize projects in order to meet operational and program deadlines
- Represent Business Outfitters by attending tradeshow and conventions
- Support of seasonal updates process through access edits, updating inventory spreadsheets, and requesting updates to program ordering tools
- Seek out opportunities to improve processes
- Provide guidance and training to newly hired advisors

Graphic Design/Marketing Internship

Southwest Wisconsin Technical College Fennimore, WI

August 2009 to May 2010

- Manager of GIG (Graphic Innovations Group)
- Collaboration with members of GIG, instructors and clients
- Apply design concepts and digital photography to create flyers, brochures, banners, logos and articles for the Southwest Tech Connect and local newspaper
- Assisted Senior Designer to complete projects from concept to finish