



513-377-6819 • EdgecliffDesigns.com • e-mail: TraceyBuchwald@gmail.com

SUMMARY:

Professional Summary

Graphic and Web Designer with a passion for creating user-centered digital experiences. Background in UX/UI design, visual communication, and front-end development. Experienced in delivering cohesive branding across web, print, and multimedia platforms, with a focus on usability, engagement, and clean, modern design.

SKILLS:

Core Skills

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Dreamweaver)
• HTML5 & CSS3 • Wireframing & Prototyping (Adobe XD, Balsamiq) • Web Design
Branding & Visual Identity • Print & Digital Marketing Materials • Social Media & Email Marketing

EXPERIENCE:

PROFESSIONAL EXPERIENCE

National Access Design | Graphic & Web Designer

2017 – Present

Design, develop, and maintain company websites
Create print and digital marketing materials, including brochures, presentations, and email campaigns
Produce motion graphics and video content using After Effects
Plan and design trade show exhibits and branded environments
Manage social media content and marketing initiatives

Nahamani.org | Web, Graphic & Marketing Intern

January 2022 – March 2022

Designed and updated websites using WordPress, GoCentral, and SmugMug
Supported social media strategy, including content creation, engagement, and promotions
Wrote and edited copy for websites, social media, and marketing materials
Utilized tools such as Grammarly and hashtag generators to enhance content reach

Edgecliff Studios

2015 – 2019

Managed and operated my own handmade jewelry business.

Custom Quality Products | Graphic Designer

2012 – 2014

Designed and developed company website and digital assets
Built and organized a centralized library of marketing and product materials
Ensured color accuracy across all print materials using CMYK standards

Edgecliff Press

Designed and developed website
Worked on book design and product layout design

FREELANCE:

The Idea House

Created logos, brochures, newsletters, and presentations for a variety of clients
Applied strong typography, layout, and pre-press knowledge to ensure high-quality print production

EDUCATION:

Education

Associate Degree, Web & Multimedia Design – 2022
Bachelor of Fine Arts (Painting & Photography) – Art Academy of Cincinnati, 1991

COMMUNITY:

Community Involvement

Volunteer Coordinator for National Access Design

STAFF Animal Shelter • Meals on Wheels Events • Krohn Conservatory