

Traci Helfers

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SENIOR GRAPHIC DESIGNER

Senior designer with a vast array of experience in both print and digital design including banner ads, email design, catalogs, color correction and photo editing. Enjoy mentoring new hires while providing guidance and support to help them succeed in their roles. Extremely organized, hard-working, and very passionate about design with a sense of wonder and lightheartedness. A master at multitasking numerous projects and meeting tight deadlines in a fast-paced environment while exceeding expectations in terms of high volume of design projects, turnaround time, and technical and aesthetic quality.

AREAS OF EXPERTISE

Digital & Print Design | Graphics | Digital Marketing | Digital Media | Graphic Design | Online Advertising
Employee Training | Collaborative Problem Solving | Time & Deadline Management

PROFESSIONAL EXPERIENCE

CARS.com (Cars Commerce), Chicago, IL

December 2014 - March 2025

Senior Graphic Designer

Conceptualized, developed, executed and delivered digital assets for Cars.com and external websites for dealer customers and sales individuals for web (desktop & mobile).

- Developed and processed new enrollment and update requests for hundreds of automotive clients per month to create various banner products included in their Cars.com ad package.
- Creatively produced new, innovative and timely designs as well as utilized templates, increasing and streamlining production for over 800 digital ads weekly.
- Designed with the end-user in mind, utilizing the dealer customer's branding to provide digital advertising specific to that dealer's needs.
- Maintained and organized an extensive library of design templates and resources utilizing network folders.
- Effortlessly operated as a collaborative team member of a team of Graphic Designers, as well as a multitude of other departments including Co-op, Fulfillment, Account Executives, Ad Serving, Support, etc.
- Facilitated the coordination of projects and communications with various project and production teams.
- Ensured brand guidelines and maintaining brand integrity for all the major automotive companies' digital ads on and off the Cars.com website.
- Designed Cars branded ad specification guides for each ad product, providing sales with a detailed reference for requesting banners for their dealer's ad packages.
- Coordinated a training program and process flowcharts with 6+ existing employees on our department's ad package and design processes.

Measured Marketing, Inc., Chicago, IL

October 2012 - November 2014

Senior Graphic Designer

Designed email ads for a range of advertisers and marketing verticals. Performed all new hire training and mentoring.

- Optimized email blasts for all the major email platforms and web browsers.
- Reviewed designer's creatives and advised them on changes/updates for best practices for email.
- Created and maintained all departmental training materials.
- Provided guidance and design critiques on template creation to increase designer productivity and effectiveness.

Measured Marketing, Inc., Chicago, IL

June 2010 - September 2012

Graphic Designer Manager

Created, maintained, edited and printed Eastern Accents' product catalogs and promotional pieces for their multiple lines of designer bedding, linen and home decor products. Trained and mentored all new hires.

- Managed, updated and edited catalogs for Eastern Accents' bedding and accessory collections.
- Created e-blasts, flyers, postcards, price sheets, product tags and manuals for new and existing products to promote new product lines, and increase sales.
- Designed large-scale signage for Eastern Accents' trade show presence to increase foot traffic to the Eastern Accents product sales booth at the High Point Market tradeshow.
- Color corrected and edited photos for print and digital use.

ADDITIONAL RELEVANT EXPERIENCE

Kelly Appraisal Consultants, Inc., Chicago, IL

Graphic Designer & Office Assistant

Designed from concept through printing, the campaign for the ARCS Foundation Spring Benefit: Research Roundup.

Red Cross of Greater Chicago, Chicago, IL

Interim Lead Graphic Designer

Designed campaign for Mission Red event; collaborated with marketing team, designed promotional pieces, e-blasts, web images and print materials for the event.

EDUCATION

Bachelor of Fine Arts, B.F.A. in Graphic Design

Columbia College, Chicago, IL

Bachelor of Arts, B.A. in Marketing

Illinois State University, Bloomington-Normal, IL

TECHNICAL SKILLS

- **Expertise:** Adobe Creative Cloud, Photoshop, Animate, Illustrator, InDesign, Acrobat, Salesforce, Google Ad Manager, FileZilla, Slack and Advanse
- **Working Knowledge:** Dreamweaver, HTML/HTML5, CSS
- **Dual Proficiency:** Mac and PC, Microsoft Office and Google Workspace

AWARDS & RECOGNITION

Operations Employee of the Quarter for Collaboration, 2017

Above & Beyond Award, August 2017

Above & Beyond Award, July 2016

COMMUNITY INVOLVEMENT

- **Letters To Santa:** Co-led Cars.com annual "Letters to Santa" event. Acted as liaison between the school and Cars.com employees. Maintained communication and scheduling for the event. Performed audit to ensure all gifts were accounted for and helped deliver gifts to Pilsen Academy, an underserved Chicago elementary school.
- **Take Your Child to Work Day:** Designed signage, digital content, and corresponding materials for the promotion of the annual event. Came up with different projects for the participating employees and their children to engage in on the day.
- **Bike-A-Thon:** Partnered with other committee members to monitor attendance, engagement, and scheduling for the event. Managed the day of the event to confirm everyone had what they needed to make it a success.