

traci dibble

Art Director & Product Designer

can do!

Creative problem-solver with an action-focused mindset, I've spent 15 years in Ed-Tech taking on a variety of design and systems thinking roles to get the job done. Whether it's creating eye-catching, user-friendly experiences in print or digital, I'm all about finding solutions and delivering results. I've led teams, optimized workflows, and developed engaging educational content, always with an eye on making design smarter and more impactful.

No matter the challenge or medium, I embrace it head-on. Now, I'm excited to tackle new opportunities where I can apply my skills in product design, branding, and creative leadership.

education

Bachelor of Arts
Illustration, Graphic Design
University of the Arts

core skills

- Project & Team Management
- Branding & Identity Development
- Digital & Traditional Marketing
- UX/UI Design & Wireframing
- Prepress Production & Print Management
- Product Photography
- Photo Manipulation
- Packaging & Storyboarding
- CRM Maintenance
- Inventory Management
- Pitch Decks & Presentations
- Microsoft Office Suite
- Adobe Creative Suite
- HTML & CSS

work experience

American Reading Company

Product Designer (April 2023 – Present)

- Designed a brand-new interactive learning experience for our students and teachers that blend technology with education to boost engagement, as well as the authoring environment for our curriculum writers.
- Led user research efforts, crafting personas and intuitive interfaces
- Collaborated closely with educators, developers, and stakeholders to align pedagogical needs with product objectives.
- Ran daily usability tests to fine-tune functionality and improve user experience.

Art Director (January 2016 – 2023)

- Managed and mentored a 13-person creative team, guiding designers, illustrators, and writers to produce 700+ books in four languages.
- Created brand style-guides, storyboards, mood boards, style frames, and layouts to communicate design ideas.
- Improved internal workflows, cutting down turnaround times and increasing productivity from seven days to two.
- Oversaw prepress production, coordinating with vendors to maintain quality and meet deadlines.

Director of Marketing (January 2010 – 2016)

- Drove creative direction for high-impact marketing campaigns, collaborating with designers, writers, and stakeholders.
- Introduced JIRA to the marketing team, slashing project turnaround time from seven days to just two.
- Analyzed competitor products and services to gain insight into industry trends and opportunities.
- Boosted brand presence by organizing webinars with top educators and industry influencers.
- Designed a brand-new, state-of-the-art tradeshow booth for National Conferences that allowed our staff to host professional development sessions.

