



Tara Nester

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SUMMARY

Creative Design Lead with expertise in marketing collateral development and product design. Creates visually appealing deliverables to underscore brand initiatives. Supports brand values and successfully oversees projects from concept to completion. Collaborates well in a group to create a seamless finished product. Retains flexibility to fulfill required role, from photography, to editing, to animation.

SKILLS

- Type Selection
- Creative Thinking
- Originality and Creativity
- Design Mockups
- Computer-Based Drawing
- Layout Design
- Problem Solving
- Verbal and Written Communication
- Esthetic Design Principles
- Design Research
- Illustration and Design
- Client Relations
- Rough Sketching
- Team Collaboration
- Visual Communication
- Photograph Modification
- Color Sense
- Animated Graphics Production
- Adobe Creative Suite
- Adaptive Thinking
- Creative Writing

EXPERIENCE

Graphic Design Lead

Hudson, OH

Northeast Ohio Weddings Magazine/ Nov 2019 to Current

- Generated computer graphics and page-layout templates, graphic elements and photography.
- Maintained company archive of collateral, previous project images or photos.
- Determined size and layout of copy material and selected styles and size of fonts.
- Produced projects for advertising and informational purposes.
- Created design concepts and sample layouts using knowledge of layout and design principles.
- Fostered relationships with retail clients through effective communication, negotiation and collaboration.
- Organized and created email designs and designed print materials.
- Generated digital image files for use in digital and traditional printing.
- Used digital camera to produce layout prints for clients.
- Reviewed final layouts, making improvements and suggestions as needed.
- Prepared instructions and guidance for workers assembling final layouts for printing.
- Used Adobe Suite to create images and layouts.
- Developed logos, business cards and web icons for business owners.
- Edited and proofread documents before being published online or sent to print.

Freelance Graphic Designer

Cuyahoga Falls, OH

Self Employed/ Mar 2015 to Current

- Generated digital image files for use in digital and traditional printing.
- Created personalized portfolio designs according to rigorous client specifications.
- Worked with customers to present mockups and collect information for adjustments.
- Produced projects for advertising and informational purposes.
- Utilized knowledge of production to create high quality images.
- Selected colors and themes while adding functionality to create new designs.
- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.
- Created corporate brands by designing cohesive looks between logos and letterheads.
- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.
- Designed interactive graphics for licensed products on compatible consumer platforms.
- Designed graphics and writing content layout for fiction novel, consistently exceeding author expectations.
- Created graphics and animations using traditional and cutting-edge techniques.
- Designed and animated graphics, logo designs, branding and informational graphics for stations.

EDUCATION AND TRAINING

Bachelor of Arts: Animation

Columbus College of Art And Design Jun 2015

Columbus, OH