

TARA MCDONALD

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SENIOR DESIGNER

EDUCATION

BFA: ART & DESIGN

California Polytechnic State University, San Luis Obispo
2010 – 2014

SKILLS

PROFESSIONAL

Concept Development
Art Direction
Marketing/Brand Development
Advertising
UI/UX Design
Print Production
Packaging
Typography
Sketching/Prototyping
Illustration
Social Media
Digital Photography
Retouching

TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe Lightroom
Adobe After Effects
Adobe Fresco
Office Suite
Sketch
Figma
HTML & CSS
Invision

INTERESTS

Anything Visual
Doodling
Lifelong Learning
Exploring Outdoors

PROFILE

I am a highly creative designer who specializes in digital, print, UI/UX design, illustration, and multimedia marketing. After earning a Bachelor's degree in Art & Design from Cal Poly, I have been working as a designer in the Bay Area. As an experienced professional, I bring a unique skill set of creativity, talent, and expertise to the workplace.

EXPERIENCE

SENIOR DESIGNER

Sephora | San Francisco, CA | Jan 2016 – Apr 2020

Develop and execute marketing campaign concepts across all channels including print, desktop/web/app, email, display advertising, social, and video.

- Understands both marketing and design needs to provide creative solutions that meet business objectives.
- Partners with cross-functional teams including marketing, retail, editorial, and technology to develop creative concepts for a robust 360 client experience.
- Partners with content production team to ensure accurate execution of creative vision, including but not limited to, photography, retouching, and video development.
- Actively works with creative team on executions that are of the highest quality and adheres to the Sephora brand.

VISUAL DESIGNER

Apple | Cupertino, CA | Jan 2015 – Jan 2016

Designed informational print and digital documentation for Apple hardware and software in approximately 40 languages. Deliverables included items such as printed information booklets, online user guides, graphics for in-app designs, and product packaging for a variety of Apple products.

- Adhered to strict language and brand guidelines.
- Successfully completed projects under aggressive deadlines.

GRAPHIC DESIGNER

Cal Poly Corporation | San Luis Obispo, CA | Jan 2012 – Dec 2014

Designed marketing materials for Cal Poly's University Store, Cal Poly's Downtown Store, and various on-campus dining operations. Created visual design assets through traditional, large format, and social mediums. Projects included print, web design, packaging, and brand identity.

INTERACTIVE DESIGNER

Cal Poly Corporation | San Luis Obispo, CA | Dec 2013 – Dec 2014

Designed animated marketing materials for Cal Poly Corporation and promotional videos for Cal Poly.