PORTFOLIO

TARA SANDERS

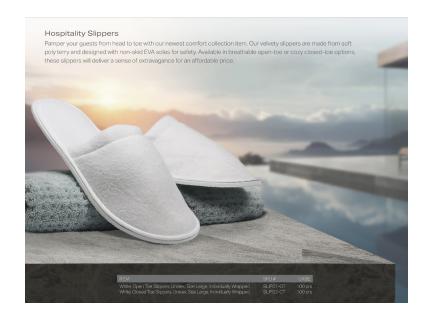












My first job in Graphic Design was at a promotional products company. I learned how to prepare vector format artwork for various printing methods. From 2011 to 2019, I designed advertisements for a direct mail magazine. The most important skill I learned from working at My Community Guide was how to condense information while balancing the layout and staying true to the customer's brand.



















At Diversified Hospitality Solutions, I create new catalog pages, flyers and custom mock-ups for potential clients daily. I also create packaging designs for custom products and our standard amenity collections. Additionally, I occasionally work with the United States Marine Corps to create event fliers that are disseminated to military members via email.









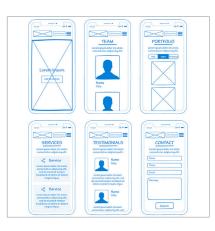


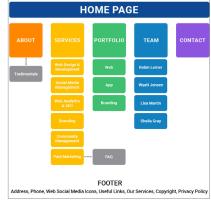
At each position I've held, I am tasked with revitalizing the company website graphics to keep our content fresh and our audience engaged. Web banners and infographics are a fun, easy way to communicate information and can be changed or replaced quickly and frequently at little to no cost.





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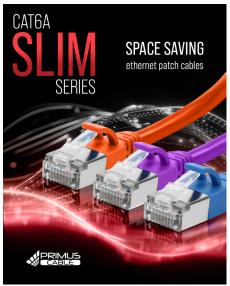




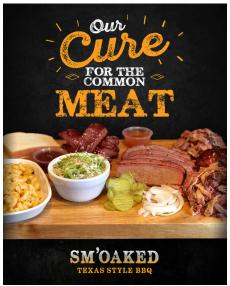


I recently completed the Web Undergraduate Program with American Public University to update my skill set and expand my knowledge base. The subject matter included Front End Web Development, UI Design, Social Media Advertising, and Web Analytics. Part of my education required me to create fully functional web pages that were aesthetically pleasing but also practical and intuitive.









Two recent temporary positions I have undertaken are Social Media Manager for Sm'Oaked BBQ and Creative Director at Primus Cable. At Primus Cable, I was responsible for creating a new social media advertising campaign and producing new designs for products. I also assisted in updating the website while monitoring web analytics and implementing SEO strategies.



























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At my first Graphic Design position, I would frequently recreate rasterized files as vector format logos so they would be suitable for printing. This gave me the foundation I needed to design distinctive, versatile logos. I have entered and won several logo design contests through organizations like Logotournament and Hatchwise. I always ensure the concept conveys the appropriate message and a vector format version of the logo is available.

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