

# TARA PACHMAYER

Graphic **Designer.**  
Visual **Communicator.**  
Creative **Thinker.**

## CONTACT

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## EDUCATION

### Kent State University

#### Bachelor's Degree | 2013

Major: Visual Communication Design

Minor: Photo Illustration

## SKILLS

Graphic Design

Website Design

Design Direction

Brand Consistency

Digital Marketing

Relationship Management

Project Management

Photography

Organization

Attention to Detail

## PROGRAMS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Microsoft Word

Microsoft PowerPoint

Atlassian/Confluence

HubSpot

Asana

WordPress/Divi Theme

## WORK EXPERIENCE

### EDENRED FLEET & MOBILITY | 2022 - 2023

#### Marketing Graphic Designer

- Established and maintained brand development across deliverables
- Created initial concepts to production-ready files. Designed social media graphics, digital ads, flyers, trade show booths, email designs, PowerPoint presentations, infographics, corporate web pages, landing pages, and storyboards
- Managed social media schedule, created designs, strategic direction, and reports
- Researcher of industry trends and brand competitor case study
- Organized design files and assets in the digital workspace archive
- Assisted in event coordination, email marketing campaigns, and video production

### ELECTRONIC MERCHANT SYSTEMS | 2013 - 2022

#### Creative Lead | 2020 - 2022

- Collaborated with internal and external teams to create compelling solutions, ensure brand consistency, and saw projects from concept to completion
- Mentored and trained new hires, steered creative direction, delegated tasks, led brainstorming sessions, and offered creative critiques
- Maintained project management system with up-to-date project statuses, project prioritization, and delegated tasks to team members
- Managed internal newsletters, meetings, production processes, and all design assets
- Led external agency website redesign, built customer and sales websites
- Audited associates' websites and provided input for revisions

#### Graphic Designer | 2018 - 2020

- Designed assets for multiple channels and services under one parent company
- Used core design principles and trend research to execute concepts ensuring alignment, typography, hierarchy, brand consistency, and harmony
- Created PowerPoint presentations, social media graphics, motion graphics, digital ads, banner ads, print ads, booklets, brochures, flyers, email designs, newsletters, information architecture workflows, websites, and other internal communications
- Managed content system and organization of files for supportability of shared assets

#### Website Designer | 2013 - 2018

- Arranged client meetings, consulted with clients, and produced client websites
- Designed websites from conception to completion and provided maintenance
- Quality control audits of associates' websites: best design practices, cross-browser compatibility, and responsive design
- Project lead in migration redesign of almost 300 websites
- Designed corporate communications: internal newsletters, invitations, and emails

## VOLUNTEERING

### MUST LOVE CORSOS RESCUE | 2019 - Current

#### Design Specialist

- Created brand guidelines and maintain them across deliverables
- Website redesign and management of updates
- Fundraisers: shirt designs, annual calendar producer, and photographer of dogs