

Tara Holden

GRAPHIC/WEB DESIGN, PROJECT MANAGER, UI/UX

St Simons Island, GA

Tara's objective in life is to be inspired, passionate and have fun with whatever project she is working on! She has a passion for creativity, design, marketing, business, and inspiring others to be great.

With a web, marketing and design career that began more than 15 years ago, Tara has worked with many amazing companies and startups over the years. She ran her own marketing agency for 7 years before moving on to a few other exciting ventures. Her titles have included, web designer, Owner, Creative Director, Project Manager, Marketing Specialist, UX Designer, Life Coach, Writer and Artist.

While all of these titles developed a little more of her creative genius, Tara, now spends her time curating projects that inspire her. She travels as often as possible and writes in her spare time.

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Specialties

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My successes include:

Web & Graphic Design, Creative Direction, UX/UI Design, Marketing Campaign development and deployment, extensive Project & Account Management and goal achievement.

Proven cross-functional team leadership talent to build consensus amongst all stakeholders and keep projects on track even under difficult circumstances to deliver exceptional results

Exceptionally diverse combination of design and IT process methodology to risk management, learning agility, and interpersonal effectiveness

Unique blend of strategic and creative acuity to fill multiple roles on a small team and interact productively with all departments

Experienced with a wide variety of media including web, print, video, IT and SS Software, with expertise in determining best media channel for delivery of targeted communications

Strong marketing expertise in launching and designing award-winning products and strengthening brand identity for a diverse selection of organizations

Experience

Digital Project Manager & Digital Design

Aug 2012 - Present

Freelance Design & Project Management

I work with a variety of clients from large corporations to start-ups nationwide. I most enjoy working on projects that I felt connected to or inspired by. After over 15 years of digital design and leading teams throughout project and creative life cycles, I take on a mix of Project Management roles and digital design contracts.

Design portfolio

Portfolio: <http://www.tarabelladesign.com/>

Director of Creative Media / Project Manager

Riverside, CA
May 2010 - Jul 2012

Confidential Start up

I joined the team prior to funding and still in the start-up phase. In my two years of working on the team it grew to a staff of over 40. As Director of Creative Media my responsibilities stretched far and wide and as additional team members came aboard, my responsibilities shifted.

I steered the overall branding and design look & feel to present the company vision, motivate and manage designers, project team members, and contractors, and encourage them to take positive action and accountability for their assigned tasks. I designed mocks, wireframes and new elements based on usability and functionality needs, and ensure branding standards and consistency of all collateral.

I handled Information Architecture and User Experience, visually supporting organizational objectives, marketing strategy and working with my team to define site architecture and navigation.

My role shifted after my first year to Project Management where I played key role in the core team of this start-up, bringing to market the development of a the primary software project that gives users and clinicians a portal to conduct therapy and wellness sessions. Also this portal is a social networking tool for users to connect in support groups or one-on-one. I wrote user stories to describe the intended user experience, collaborate with and manage IT staff to help them write the project scope(s), and determine and assess the need for additional staff and/or consultants during project lifecycle. Lastly, I identify and manage project dependencies and critical path for my team and deliver project expectations, milestones, and progress to the executive management team.

Owner/Creative Director/Designer

Asheville, NC
Jan 2003 - Jul 2007

eGlobal Design

It was a startup. I've done everything except code, and sometimes that too. Some items on the laundry list are: Information architecture, interactive design, managing staff, project & account management, marketing, layout and interface design, market sizing, ROI management, product design, and driving the company vision. The company was sold in July, 2007.

Oversaw and managed the daily operations of company that specialized in interactive marketing, information architecture, and design.

As Creative Director, led creative and technology teams in concept, execution, testing and migrating a variety of web-based marketing applications and building unified branding campaigns online (online advertising, online promotions, websites, banner ads, etc.) for clients such as Universal Orlando, Ritz-Carlton, and The Grove Park Inn Resort & Spa. Designed new eMail marketing materials for brands such as JW Marriott, Ritz-Carlton, Ft. Lauderdale CVB; and Project Management from concept to completion.

Web Designer

Delray Beach, FL
Dec 1999 - Jan 2003

Freelance Design

I spent time designing for a wide range of clients. From the Orange Bowl to small mom and pop e-commerce. I worked with several programmers and began to really find my own style of design, what type of clients I enjoyed working with, and learning more about the interactive marketing realm.

This is where I cut my teeth in web design and marketing online.

I designed and maintained several websites at any given time. Learning what was working to convert visitors and what wasn't; designed advertising and sales pages as well as tweaked them to drive traffic; interactive design, Flash, HTML hand coding.

Education

Self-taught

US

Jan 1998 - Present

University of Me

I am primarily self-taught in Interactive/Graphic Design. I give credit to the many teachers and mentors I've had along the way. From great design communities to my cohorts at every job. I want to continue learn and grow. I like to ask questions and I feel this has given me a huge advantage. I am still learning and do not plan to stop!

Small Business Courses

Asheville, NC

Sep 2005 - Jan 2007

Everything from Accounting to Project Management techniques.

Movement Based Expressive Arts Therapy

Kentfield, CA

Aug 2009 - 2010

Tamalpa Institute

Certification

Nov 2013 - May 2014

Life Coaching

Awards

Addy

Creative Campaign Awards & Honors include:

Advertising Federation of Ft. Lauderdale

District 4 - Gold Addy Award

District 4 - Silver Addy Award

Ft. Lauderdale - Best of Show

Ft. Lauderdale - (2) Gold Addy Awards
