

Tara Holden

Professional Summary

Accomplished designer with outstanding interface performance analysis and project assessment and skills. Analyzed, documented and reported challenges affecting interface output. Critical thinker with great analytical background.

Possesses background in website design and testing. Executed strategies that drove website traffic from social media and search engines. Excellent communicator and team leader.

Organized and dependable candidate successful at managing multiple priorities with a positive attitude.

Willingness to take on added responsibilities to meet team goals.

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy.

Talented professional considered knowledgeable leader and dedicated problem solver. Brings 20 years of valuable expertise to forward company objectives. Attentive to detail with experience in coordinating projects, programs and improvements.

Focused Project Manager adept at planning, directing and maintaining continuous operations in various departments. Experienced in directing manufacturing employees and keeping efficient production in accordance with quality standards. Applying creative and analytical approach to operations for continuous process improvement. Skilled at identifying or anticipating problems and providing solutions. Excels through mentoring, training and empowering team to excel in performance.

Work History

Freelance - Design Lead, Project Manager

08/2012 - Current

Enhanced user experience, designed intuitive interfaces and digital products.

- Streamlined design processes using project management tools and techniques.
- Collaborated with cross-functional teams to ensure seamless integration of design elements into final products.

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Websites, Portfolios, Profiles

- <http://www.tarabellamedia.com/>

Skills

- Strategic Thinking
- Project Planning
- Creative Direction
- Wordpress
- Content Management
- Interaction design
- Prototyping
- Attention to Detail
- Responsive design
- Visual design
- Print Production
- Content Strategy
- Team Collaboration
- Design leadership
- Layout Design
- Adobe Creative Suite
- UX Design
- Issue Resolution
- Creative and Innovative
- Stakeholder Management
- Interpersonal Communication
- Web Design
- Design Research
- Task Prioritization
- Google Analytics understanding
- Color theory
- Wireframing
- Design management

- Delivered high-quality design solutions under tight deadlines.
- Conducted market research to identify industry trends and inform designs that resonated with target audiences.
- Developed design guidelines to maintain brand consistency across all digital platforms and marketing materials.
- Reduced production costs by optimizing design workflows and leveraging reusable assets where appropriate.
- Managed relationships with vendors to ensure timely delivery of outsourced design and technical tasks within budget constraints.
- Produced visually compelling presentations, product demos, and collateral materials.
- Established a system for tracking project progress through each stage of the design process, enabling proactive adjustments as needed to meet milestones on time or ahead of schedule.
- Implemented prototyping tools to create interactive mockups.
- Consistently met or exceeded client expectations by delivering final designs that also effectively addressed business objectives.
- Implemented strategies to increase web site traffic.
- Developed comprehensive project plans with clear timelines, milestones, and budget requirements, ensuring timely delivery of high-quality results.
- Conducted thorough post-project evaluations and incorporating lessons learned into future efforts.
- Created accurate budgets based on resource requirements, allowing for optimal allocation of funds across all aspects of the projects.
- Effectively managed scope creep on requested changes while keeping projects aligned with original objectives and budgets.
- Successfully managed multiple projects simultaneously by prioritizing tasks according to urgency, resource availability, and alignment with organizational goals.

Confidential Start up - Director of Creative Media / Project Manager

05/2010 - 07/2012

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.

- Designed mock-ups, wireframes and new elements based on usability and functionality needs and ensure branding standards and consistency of all collateral.
- Handled Information Architecture and User Experience, visually supporting organizational objectives, marketing strategy and working with my team to define site architecture and navigation.
- Played key role in the core team of this start-up, bringing to market the development of the primary software project that gives users and clinicians a portal to conduct therapy and wellness sessions
- Oversaw the development of a social portal for users to connect in support groups or one-one (anonymously).

- Wireframing and Prototype Design
- Self-Directed
- MS Office
- Data Management
- Teamwork and Collaboration
- Organization
- Decision-Making

Education

05/2014

Private Course - Certification

Life Coaching

01/2010

Tamalpa Institute

Kentfield, CA

Movement Based Expressive Arts Therapy

01/2007

AB Tech

Asheville, NC

Small Business Courses

05/1998

Apprenticeships

US

Graphic Design & Web Design: Graphic Design & Web Design

- 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.
- Identified and managed project dependencies and critical path for my team and deliver project expectations, milestones, and progress to the executive management team.
- Proactively identified potential risks and implemented mitigation strategies to minimize negative impacts on projects or business operations.
- Monitored and coordinated workflows to optimize resources.
- Tracked trends and suggested enhancements to both challenge and refine company's product offerings.
- Demonstrated a high level of initiative and creativity while tackling difficult tasks.
- Demonstrated creativity and resourcefulness through the development of innovative solutions.
- Facilitated cross-functional collaboration for improved decision-making processes within the organization.

eGlobal Design - Owner/Creative Director/Designer

05/2010 - 07/2012

Oversaw business budget planning and administration, of high-budget web projects.

- Increased customer satisfaction by implementing efficient business processes and providing exceptional service.
- Generated and increased revenues yearly and effectively, capitalized on industry growth in the hospitality sector.
- Tracked trends and suggested enhancements to both challenge and refine company's product offerings.
- Trained and motivated employees to perform daily business functions.
- Cultivated forward-thinking, inclusive, and performance-driven company culture to lead industry innovations.
- Conducted target market research to discover customer needs and analyze competitor trends.
- Introduced new methods, practices, and systems to reduce turnaround time.
- Designed and implemented cost-effective creative strategies to improve ROI for clients.
- Worked with creative teams to develop concept designs for campaigns that resonated with target audiences.
- Led team of designers to create comprehensive corporate identity system.
- Developed style guides to promote consistent branding across projects.
- Monitored progress of projects, keeping on schedule and within budget.
- Mentored junior designers, fostering professional growth, and

enhancing overall team capabilities.

- Directed photo shoots for print and digital media, reviewing each element against client standards and expectations.
- Increased client satisfaction by delivering tailored design solutions that exceeded expectations.
- Created innovative advertising campaigns that successfully generated increased brand awareness and recognition.
- Collaborated with stakeholders to define project vision and ensure alignment with business goals.
- Created award-winning designs that effectively communicated complex concepts to diverse audiences.

Freelance Design - Web Designer

01/2003 - 07/2007

- Optimized web applications for speed, scalability, and security.
- Utilized analytics tools regularly to track website performance metrics and inform data-driven design decisions for future improvements.
- Collected, defined, and translated user requirements into project designs and implementation plans.
- Crafted SEO strategy and intuitive interface for site to achieve prominent rankings across top browser platforms.
- Reviewed code to validate structures, assess security and verify browser, device, and operating system compatibility.
- Took concepts and produced design mockups and prototypes to strengthen designs, enhance user experiences and improve site interactions.
- Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.
- Coordinated copywriting and designed images to craft website content.
- Conceived and built optimized landing pages in HTML and CSS for integration and cross-browser compatibility.
- Performed quality control of web applications and troubleshoot issues.
- Developed graphic and image assets for both content and digital marketing efforts.

Awards

- 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