



Tara Holden

Professional Summary

Accomplished designer and project manager with over 20 years of experience specializing in interface design, web & front-end design, creative and cross-functional project management, and website optimization. Expert in leading cross-functional teams to deliver streamlined and functional results. Skilled in ERP software implementation, consulting, headless systems, and React project development. Proven track record of enhancing user experience, driving website traffic, and delivering high-quality results under tight deadlines. Excellent communicator, team leader, and strategic thinker with a strong analytical background.

Work History

Freelance - Design Lead, Project Manager

08/2012 – Current

- Led design and development projects to enhance user experience, functionality, and drive website traffic.
- Streamlined processes using project management tools.
- Collaborated with cross-functional teams for seamless integration.
- Conducted market research to inform design and development decisions.
- Developed guidelines to maintain brand consistency.
- 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.
- Managed relationships with vendors for timely delivery of tasks within budget.

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Websites, Portfolios, Profiles

- <http://www.tarabellamedia.com/>
- <https://www.linkedin.com/in/tara-bella-holden-b60b84/>

Skills

- Interface Design
- Project Management
- Website Optimization
- ERP Software Implementation
- Consulting
- Headless Systems
- React Development
- Wordpress
- Creative Direction
- Content Strategy
- Team Leadership
- Cross-functional Collaboration
- Adobe Creative Suite
- UX Design
- Stakeholder Management
- Web Design
- SEO Strategy
- Google Analytics
- Prototyping
- Print Production

Education

05/2014

Private Course - Certification

- Worked closely with key management team to research and deliver ERP software solution and implementation for streamlined inventory, warehouse management and business systems.

Confidential Start up - Director of Creative Media / Project Manager

05/2010 - 07/2012

- Directed branding efforts and managed design team.
- Oversaw development of primary software projects and social portals.
- Played key role in bringing software projects to market.
- Designed mock-ups and wireframes based on usability needs.
- Developed user stories to describe intended user experience.
- Managed project dependencies and critical path for project timelines.

eGlobal Design - Owner/Creative Director/Designer

05/2007 - 07/2009

- Managed business budget planning and administration for web projects.
- Directed photo shoots and developed corporate identity systems.
- Increased revenues through efficient business processes.
- Trained and motivated employees for daily business functions.
- Conducted target market research to discover customer needs.
- Developed cost-effective creative strategies to improve ROI for clients.
- Streamlined design processes using project management tools.
- Collaborated with cross-functional teams for seamless integration of design elements.
- Conducted market research to inform design decisions.
- Managed relationships with vendors for timely delivery of tasks within budget.

Freelance Design - Web Designer

01/2003 - 07/2007

- Optimized web applications for speed and security.
- Crafted SEO strategies and intuitive interfaces for prominent rankings.
- Completed full redesigns of existing websites to improve navigation.
- Coordinated copywriting and designed images for website content.
- Developed and built optimized landing pages for cross-browser compatibility.
- Troubleshoot issues and performed quality control of web applications.

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

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

