

# TAMARA GRAPHIC DESIGNER TYLENDA



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## QUALIFICATIONS PROFILE

Innovative designer with various experience producing quality products.  
Associates well with supervisors, coworkers, vendors and suppliers.  
Collaborate with printers, editors, illustrators and photographers.  
Build and maintain strong client & customer relationships.  
Well organized and detail oriented to ensure project efficiency, accuracy and quality.  
Creative strengths include:

- Client Management
- Project Management
- Web Design
- Company Logos & Signage
- Magazine Design & Layout
- Promotional Materials
- Photography Retouching
- Newsletters & Brochures
- Advertisements

## PROFESSIONAL EXPERIENCE

### IN COMMUNITY MAGAZINES, CANONSBURG, PA SENIOR GRAPHIC DESIGNER

Managed the design and layout of eight 40 to 100+page family-oriented community magazines, including multiple advertisements. Work closely with managing editor and Creative Director to coordinate graphics and content. Collaborate with advertising manager and sales staff on magazine ad design and placement. Organize, prioritize and track incoming advertisement purchases; submit newly designed ads for client approval.

## EDUCATION

Bachelor of Fine Arts  
in Graphic Design  
Carnegie Mellon  
University  
Pittsburgh, PA

### BLUE WATER DESIGN, PITTSBURGH, PA PRESIDENT | GRAPHIC DESIGNER

Established and drove successful operation of small design company. Maintained full responsibility for business development, budgeting, client relationship management and project development and production. Cultivated strong client relationships; prospected and gained new clients through word-of-mouth referrals. Met with clients to determine needs and preferences, developed designs and worked with clients to make adjustments and ensure full satisfaction. Projects ranged from logo development to brochures, advertisements, stationary and promotional products.

## TECHNICAL PROFICIENCIES

Platform: Mac OS  
Software:  
InDesign  
Quark XPress  
Adobe Illustrator  
Photoshop  
Acrobat  
Microsoft Office  
HTML & CSS

### NATIONAL WILDLIFE FEDERATION, RESTON, VA DESIGN DIRECTOR

Promoted from Production Coordinator role to lead the redesign and launch of "Your Big Backyard" magazine for children as well as the design and launch of "Wild Animal Baby" magazine for toddlers. Collaborated with editor, photo editor and printing manager to coordinate magazine design and production. Assigned illustrations and managed the work of illustrators across the country. Supervised production staff member.

Key Achievements:

- "Your Big Back Yard" earned Parent's Choice Award in 2000; received multiple awards from The Association of Educational Publishers (EdPress) (1997, 2002, 2003, 2004)
- Invited to speak at the Society of Children's Book Writers and Illustrators conference.

*Prior experience as Director of Design and Production for McKee Magazine Publishing / Community Magazine Publishing, Art Director for Public Gaming Research Institute.*