

TARALYN MARSHALL

REPRESENTED BY CREATIVE NICHE

WHO AM I?

For 8 years, I have been building my career as a Graphic Designer & Art Director. I have gained experience on both the agency and client sides of the business, as well as in publications and as a freelance creative. Working for a list of high-profile clients, I have designed and art directed for web, print, TV and radio, as well as social media. My passion ranges from branding and logo design to baseline grids and proper leading and kerning.

TECHNICAL SKILLS

- + Adobe Photoshop CS5.5
- + Adobe InDesign CS5
- + Adobe Illustrator CS5
- + iWork
- + Adobe Flash CS5
- + Adobe Dreamweaver CS5
- + Adobe Acrobat Professional
- + Quark Xpress
- + Microsoft Office
- + HTML

INTERESTS

Music, photography, blogging, good food, great wine, exceptional design, big cities...

TRAINING & MORE

- + Alliance Française de Toronto,
French classes A2.2, Present
- + Adobe Certified Training,
Adobe CS5 Training, 2010
- + DPA Communications,
Adobe Acrobat Professional, 2008
Adobe Flash Basic & Advanced, 2007
Adobe Illustrator Advanced, 2006
- + George Brown College,
Adobe Dreamweaver: Intro & Advanced, 2006
Adobe Flash: Intro & Advanced, 2006
- + Certified in French Immersion Studies, 2004
- + Photographer for BlogTO.com,
Food & Fashion, 2010-Present

EXPERIENCE

UX DESIGNER

MTHRTY, OCTOBER 2011-PRESENT

- + Create UI and visual designs for web, mobile & touchscreen applications
- + Produce wire frames, layouts, use cases, interaction specifications, product requirements and user interface elements based on business and user requirements
- + Write and edit online product support copy and marketing materials
- + Stay current in the UX, design and social media fields

CLIENTS INCLUDE: KELLOGG'S, CIBC, DUREX, VOLVO...

FREELANCE ART DIRECTOR & GRAPHIC DESIGNER

April 2007-Present

- + Provide identity, print and web design for a variety of clients
- + Prepared all electronic files for print, in both English & French
- + Interface with printers to ensure quality production

CLIENTS INCLUDE: HOLT RENFREW, SCHERING-PLOUGH, MERCK...

ART DIRECTOR

SHARPE BLACKMORE EURO RSCG, OCTOBER 2010-OCTOBER 2011

- + Lead designer of a small team, focused on rebrand of large retailer
- + Presented campaign and project concepts directly to client regularly
- + Responsible for mentoring and guiding junior designers and interns
- + Participated in new brand creative pitches
- + Coordinated & directed photoshoots

CLIENTS INCLUDE: SEARS, JP MORGAN CHASE, KRAFT, MARRIOTT...

ASSISTANT ART DIRECTOR

ROBERT KENNEDY PUBLISHING, OCTOBER 2009-OCTOBER 2010

- + Conceptualized and created editorial design for MuscleMag International
- + Coordinated, produced and directed photoshoots with products & models
- + Heavy photo-retouching and colour correction required
- + Prepared files for print

GRAPHIC DESIGNER

YAMAHA MOTOR CANADA LTD., APRIL 2004-AUGUST 2008

- + Conceptualized & executed all national marketing and dealer materials
- + Worked on sets for photoshoots and broadcast
- + Photo-retouching & manipulation of motorized vehicles
- + Prepared all electronic files for print, in both English & French
- + Worked trade show & festival events as a company representative

EDUCATION

Diploma in Advertising
Durham College, Oshawa
Graduated April 2004

URL

<http://taralynmarshall.com>