



TARA MATTHEWS

GRAPHIC DESIGNER

CONTACT ▶

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EDUCATION ▶

AAS GRAPHIC DESIGN

Shoreline Community College
March 2018 - June 2020

CC WEB DESIGN

Shoreline Community College
June 2020

AAS ANIMATION

The Art Institute of Seattle
September 1999 - June 2001

SKILLS ▶

Branding + Identity
Motion Graphics
Animation
Packaging Design
Print Design
Web Design
Illustration
Copy Writing
Public Speaking
Presentations

TOOLS ▶

After Effects, Premier
Cinema 4D
Adobe Animate
InDesign
Illustrator
Photoshop
Adobe Dimensions
Maya & Mudbox
Adobe XD
HTML & CSS, some PHP & JS
WordPress CMS
PowerPoint, Excel, Word
Google Docs, Sheets, Drive
SharePoint
Zoom

PROFILE

Graphic designer with years of industry experience and a proven ability to organize complex information into clear and appealing visual systems. Experience pitching concepts to prestigious clients. Thoughtful and strategic communicator through print, motion and web.

EXPERIENCE

BRANDING & WEB DESIGN

The Drum Lab Music School, www.thedrumlab.org

Jan 2020-present

- Conceptualized branding and copy for client's drum lessons business.
- Designed logos, graphics, motion graphics, animations, and animated ads.
- Developed a responsive user-centered Wordpress business website.
- Currently crafting social media campaign in Facebook, Instagram, and YouTube.

MAGAZINE DESIGN EDITOR

Spindrift Art and Literary Journal, Art Editor

March 2019-July 2020

- Designed 2019 and 2020 edition style hierarchies, covers, and most final spreads.
- Directed a team of three assistant designers to create a cohesive publication.
- Managed 600 art submissions for accurate citation and true print reproduction.
- Edited final books using detailed digital and print proofing processes, delivering final production files to the printer and book bindery.

ILLUSTRATOR & DESIGNER

BK Creative / The Brass Key, Inc.

October 2006-January 2018

- Designed all BK domestic and international product packaging: structural die lines, trade dress, logo identities, typography, copy writing, and illustrations.
- Created window boxes with printed platform inserts and pop-outs, J-hooked cello bags, hang tags, try-me features, and point of sale displays.
- Quality overseas production through digital and printed approval processes
- Crafted presentations and participated in pitches to Disney Channel, Mattel, Spin Master, and Jada Toys, achieving invention compensation from Mattel as the project design lead.
- Illustrated storyboards and edited video story reel for product idea pitch.
- Participated in ideation and development of viable products through multiple iterations, creating specifications for prototypes and manufacturing via minute depiction of product form and functionality at relevant angles, and also providing factory-ready textiles, decals and custom screen print art.
- Fulfilled work-for-hire design deliverables to Mattel, Giochi Preziosi (Italy), Uneeda Dolls (China), and Bandai (Japan).
- Built websites for each of the three sister companies under the BK umbrella.

DESIGN INTERN & STORY ARTIST

Living Water / Highwater Entertainment, Olympia

April 2004-September 2005

- Designed brochures, invitations, mailers, booklets, signs, and event apparel.
- Drew storyboard sequences and character model sheets.
- Managed a nine-member animation team: setting agendas, department goals and deadlines, motivated and assisted team members.



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SOFT SKILLS ▶

listening
comprehension
asking clarifying questions
teamwork
delegating
utilizing team strengths
communicating strategies
offering feedback
receiving critique
attention to detail
flexibility
adaptability
time management
self-motivated
collaborator
remote file sharing
data entry
organized

PRODUCTION ARTIST

Color Graphics Screen Printing & Ad Specialties, Tumwater *January 2003-April 2004*

- Adapted client artwork and created original designs for screen printing, embroidery, and vinyl for apparel, gear, promotional products, and vehicles.
- Served City of Olympia, State of Washington, WA State Fair, and Capital Lakefair.

ADDITIONAL EXPERIENCE

WEBSITE DESIGNER & DEVELOPER

VCT Program Portfolio Site: shorelineportfolioshow.com *June 2020*

WEB DESIGN CLASS TUTOR

Shoreline Community College: Interactive/Web Design *October-December 2020*

POSTER DESIGNS

Shoreline Community College, Various Clubs and Departments *2019-2020*

TRADESHOW BOOTH DESIGN

Eustis Pyrocom, Everett *May 2014*

FREELANCE DESIGNER: FLYERS, INVITATIONS, TICKETS, T-SHIRTS

Young Life Capernaum, Everett *2012, 2013*

LEAD BOOKSELLER: CHILDRENS DEPT.

Barnes & Noble, Seattle *December 2005-October 2006*
Maintained plan-o-grams, end caps, and PDQ displays while serving customers.

FREELANCE ILLUSTRATOR

Slumbersounds, Seattle *June 2001*
Eight illustrations depicting infant massage step-by-step. Printed onto baby blankets.