

# TARA McCORMACK

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## EXPERIENCE

### FIFA WORLD CUP HOSPITALITY - ON LOCATION

MAY 2025 - PRESENT

#### Senior Designer, B2C

Created various digital advertisements to drive package sales. Storyboarded commercial spots. Led two mid-level designers. Concepted brand campaigns and experiential activations.

### NBCUNIVERSAL

JULY 2022 - MAY 2025

#### Graphic Designer, Creative Partnerships

Developed advertisements throughout the Peacock streaming experience. Created print collateral and branding for experiential events. Contributed photo and art direction throughout commercial shoots.

### MALKA MEDIA

OCT 2021 - JUNE 2022

#### Graphic Designer

Designed pitch decks and mocks. Conceptualized art directions and brand identities for clients' campaigns or products. Collaborated with designers and animators to produce commercials and social videos.

SEPT 2020 - OCT 2021

#### Junior Graphic Designer

### TRANSLATION/UNITEDMASTERS

JUNE 2019 - AUG 2019

#### Creative Design Intern

Created moodboards and art directions for client branding developments. Built identity systems for various clients. Developed visual style guides used for the UnitedMasters social media platforms.

## EDUCATION

### THE COLLEGE OF NEW JERSEY

SEPT 2016 - MAY 2020

#### Bachelor of Fine Arts Graphic Design

Marketing Minor

Graduated Cum Laude

## PORTFOLIO

taramccormack.com

## SKILLS

Proficient in:

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Figma, Microsoft Office, Squarespace, Wix

Working knowledge of:

HTML and CSS

Additional skills include:

Illustration, Art Direction, Conceptual Development, Marketing, Project Management, Mentoring

## SUMMARY

Driven creative with extensive advertising experience, primarily in Sports and Entertainment. Comfortable working in environments with timely deadlines and versatile projects.