

# TARA McCORMACK

Graphic Designer & Illustrator

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## EXPERIENCE

### Malka Media

**OCTOBER 2021 - PRESENT**

#### Graphic Designer

Conceptualized art directions for client needs. Created brand identities for clients' campaigns or products. Supervised and gave art direction to Production and Junior Designers. Expanded project intake to other clients outside of Malka Sports.

### Malka Media

**SEPT 2020 - OCTOBER 2021**

#### Junior Graphic Designer

Designed and developed pitch decks. Implemented brand identities for clients' campaigns. Collaborated with teams of creatives to produce commercials and social content. Primarily worked on Malka Sports clients, i.e. Showtime Boxing and specific NFL Players.

### Philadelphia Flyers

**SEPT 2019 - DEC 2019**

#### Graphic Design & Marketing Intern

Developed website advertisements for ticket offers and apparel. Designed content for social media accounts and electronic billboards. Researched fan involvement for marketing purposes.

### Translation/UnitedMasters

**JUNE 2019 - AUG 2019**

#### Creative Design Intern

Created moodboards for client branding developments. Built identity systems for different clients and campaigns. Developed visual style guides used for the social media platforms of UnitedMasters. Conceptualized art directions with teams of designers and creatives.

### HCD Research

**APRIL 2019 - MAY 2019**

#### Brand Development Intern

Designed research decks regarding neuromarketing data. Incorporated new brand identity into existing graphics. Created social media posts across multiple platforms. Designed and built webpages for company events.

## EDUCATION

### The College of New Jersey

**SEPT 2016 - MAY 2020**

#### Bachelor of Fine Arts Graphic Design Marketing Minor

Graduated Cum Laude  
Member of Delta Phi Epsilon Sorority, held positions of Graphic Design Chair and Video Historian.

## SKILLS

#### Proficient in:

Adobe Illustrator, Photoshop, InDesign, XD, Figma, Microsoft Office, Squarespace, Wix

#### Working knowledge of:

HTML and CSS, Adobe Premiere Pro

#### Additional skills include:

Illustration, Art Direction, Conceptual Development, Marketing, Social Media Management

## SUMMARY

Driven graphic designer and illustrator who has extensive experience in advertising and marketing, primarily in music and sports. Comfortable working in environments with demanding deadlines and versatile projects. Developed excellent interpersonal skills through multiple experiences collaborating with teams of designers and other creatives. Currently working as a Graphic Designer at Malka Media, located in Jersey City, NJ.

## PORTFOLIO

taramccormack.com