



EXPERIENCED (10Y+) GRAPHIC DESIGNER

Curriculum vitae - Tara Taylor

Contact

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Lives in Peyriac-Minervois,
France
Born in 1977

Technical Skills

Illustrator
Photoshop
InDesign
HTML5
CSS3

Languages

English -Native
Dutch - Fluent
French - Fluent

Nationalities

Canadian - Belgian

I am a trilingual graphic designer with a passion for branding, I use my customer service background to help entrepreneurs and existing businesses by creating comprehensive communication strategies and developing print and online marketing assets. I provide my customers with the tools they need to stand out in their market and communicate effectively with their customers. I normally work remotely from my home in the South of France.

Freelance Graphic designer

(2011 - Present):

Projects have included:

Customer: Brown Equipment
Period 2015-2019

- Yearly 300+ page catalogue containing approx. 3500 products
- Quaterly 24 page folder w/ promotions
- Maintaining library of product images & technical info
- Mock-ups of products w/ company branding
- Plethora of single page flyers
- Re-branding to Brown Equipment
- Updating web site content on home page
- Mailings
- Branding & swag for exhibitions

Customer: Workhorse Tools

Period summer 2017

- Brand consulting during start up phase
- Created logo and house style
- Production files for marketing assets
- Web page

Customer: LMI

Period 2015-Present

- Created logo and house style
- Magnetic business cards
- Branded workwear
- Branding on vehicle
- Signage

Customer: La Strega Rossa

Period 2014-2015

- Created logo and house style
- Business cards
- Marketing assets for fashion show

Customer: M&M Ceramics

Period 2012-2016

- Re-branding because of new management
- Wordpress website
- Signage for storefront and construction sites
- Branded workwear
- Business cards



Print design



Web design



Vehicle branding



Storefront signage

Employment:

FP Brown

Graphic Designer

(June 2010 - January 2011)

I was responsible for the corporate brand image. I designed all marketing assets including a 300+ page catalogue, creating and maintaining a photo database, maintaining the corporate website.

Faber Flags

Graphic Designer

July 2007 - December 2009

I was responsible for checking all incoming graphic files for print readiness, when necessary contacting the sender and explaining the changes the file needed to undergo before being print worthy. I also designed flags, beachflags, banners and other assets for customers.

Braseap

Trainee graphic and web designer

2004 - 2005

Designing posters and websites

Pirelli

Customer service representative

2000 - 2003

Order intake

Technical advice

Telemarketing

Back up for both the IT and the Logistics managers

Sensomatic

Customer service representative to UK and Scandanavia

1999 - 2000

Order intake

Establishing credit/debit notes

Technical advice

Education

BRASEAP

Certificate in infographics (2005)

See more of my work at tarataylor.fr