



tawnicoakley.com
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Education

**The Art Institute of
California - Orange County**
BS Graphic + Web Design
2012 - 2016

Skills

Technical

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Dreamweaver
Adobe After Effects
Microsoft Word
Microsoft Powerpoint
Microsoft Excel
Procreate
Illustration
Project management
Content development

Web

HTML/CSS
Wordpress
PHP
Figma

Proficiencies

Print Design
Layout Design
Lettering
Illustration
Packaging
Brand Identity
Web Design
Mobile Design

Experience

Me & My BIG Ideas

Senior Graphic Designer / July 2020 - Present

- In addition to graphic design responsibilities, supports design manager by leading design team in managing projects including: team communication, resolving compliance issues, continuous process improvement, training/on-boarding, product template development and implementation
- Review proofs of print-ready production files for approval

Graphic Designer / October 2016 - July 2020

- Collaborate with product development team and art director to create trending and inspirational art and designs for lifestyle paper products such as planners, stickers, paper goods, and other accessories
- Identify current and upcoming trends/themes and new ways to utilize the products
- Manage small and large scale projects from concept to production

Geared Advertising

Graphic + Web Designer / April 2014 - October 2016

- Partner with creative director and clients to create marketing and promotional materials such as ads, posters, billboards, and other collateral elements
- Develop effective visual solutions for multilingual web design and mobile applications
- Other projects range from brand development, re-branding, merchandise, trade show booth design, and market research

BrainMD Health

Graphic + Web Designer / May 2013 - October 2016

- Collaborate with design and marketing teams to produce print and online materials including brochures, flyers, print ads, coupons, and web banners
- Conceptualize and produce packaging and displays for products, trade shows, and point-of-purchase
- Utilize web design expertise to create powerful solutions for web and eBlasts

Tawni Coakley Design

Freelance Graphic Designer / 2007 - Present

- Develop a wide range of items such as branding, print design, web design, and other projects such as special event materials and lettering

