# TAWNI COAKLEY

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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
Packaging
Illustration
Lettering
Brand Identity
Web Design
Mobile Design

## Experience

**Happy Brands**
*Assistant Design Director / February 2023 – Present*
• In addition to Sr. Graphic Designer responsibilities, collaborates with the Sr. Design Director to develop and refine design concepts providing creative input and overseeing consistency across projects, while still actively contributing to graphic design work
• Manages a team of designers and, through constructive feedback and support, fosters professional growth and creativity

*Senior Graphic Designer / July 2020 – February 2023*
• 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 marketing emails

**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