

# TAMAR YUDELL | RESUME



**ONLINE PORTFOLIO**  
TAMARDESIGN.COM



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Senior-level designer with over 10 years of experience leading design teams and 22 years executing visual communications from concept to completion. Expertise in both print and multimedia with knowledge of the printing process as well as various web platforms including social media.

## experience

### **TAMAR DESIGN / YUDELL DEVELOPMENT | OWNER/DESIGNER 2011 - PRESENT**

- Handle all design and marketing needs for various companies ranging from non-profit to skin care.
- Create and manage website, print collateral, event graphics and POPs for multiple clients.
- Hire and manage other freelance designers and developers to meet deadlines and bring fresh design ideas.
- Work with brands such as Activision, Lexus, Nickelodeon, DirecTV/Comcast, Unilever brands, Sony, Fox, and more.

### **MYSPACE, INC. | SENIOR ONLINE MARKETING DESIGNER/DEVELOPER 2009 TO 2011**

- Responsible for designing and building e-mail marketing communications to build and retain relationships with site members as well as increase engagement and time spent.
- Created AB Test campaigns to ensure the best designs, content and subject lines are being used.
- Educated other web designers about proper coding for e-mail as well as using optimum layout for spam filters and image blocking.

### **FOX INTERACTIVE MEDIA / MYSPACE | MARCOM GRAPHIC DESIGNER 2007 TO 2009**

- Worked with a team of designers and project managers to create effective and visually appealing sales presentations for revenue-producing campaigns and partnership pitches.
- Created dynamic PowerPoint decks, one sheets, posters, invitations and logos to support Account Executives in selling advertising and sponsorship programs.
- Helped to build and maintain the integrity of the Myspace brand as well as other Fox-owned online properties.

### **ASHBA MEDIA, INC. | LEAD DESIGNER & PROJECT MANAGER 2007 TO 2008**

- Produced a team of designers to start a creative agency under the name ASHBA Media, Inc., headed by Creative Director Dj Ashba, and helped in landing the Agency of Record position for Virgin Megastore from 2007 to 2008. ASHBA Media thrives today as a full design and fabrication company in Las Vegas NV.

### **NEXSAN TECHNOLOGIES | MARKETING DESIGN & COMMUNICATIONS 2001 TO 2007**

- Solely responsible for creating marketing materials for Sales, consisting of product logos, data sheets, corporate brochures, print ads, event signage and looping Flash movies.
- Redesigned and built the new corporate web site using PHP and Flash as well as a secure Partner site for resellers to have access to firmware, data sheets, manuals, and privileged information.
- In charge of planning corporate events and trade shows on top of creating supporting collateral and event graphics, such as banners, booths and literature.

## education

### **WOODBURY UNIVERSITY | BURBANK, CALIFORNIA 1995 TO 1999**

- Bachelors Degree (Cum Laude) in Graphic Design/Multimedia
- Recipient of the Woodbury University Award of Design Excellence in 1999

## software and languages

Adobe Creative Suite: Acrobat, Dreamweaver, Illustrator, Photoshop, InDesign, Premiere Pro

Microsoft Office: Excel, PowerPoint, Word

Coding and CMS Experience: HTML, CSS, WordPress, Wix, Shopify, Squarespace, MailChimp, Basecamp