

Tara Savage

EXPERIENCE

The Walt Disney Company | Designer

April 2017 - Present | New York, New York

- Skillful creation of digital and print packages for global conferences and client events (UpFront, CES, Annual Sales Summit, Cannes Lions, Advertising Week, AdColor, Quarterly Business Reviews, Agency Collaborations, and Executive Town Halls)
- Experience creating wireframes and prototyping user-centered design products for virtual event interfaces/applications across a range of platforms and devices
- Conceptualize and design unique deliverables (custom one-sheets, e-blasts, digital/print invitations) with consistency across all owned properties for the Disney advertising team
- Design experiential graphics for immersive micro-sites for industry-leading clients
- Build and conduct highly persuasive custom presentations by working closely with cross functional teams within the organization
- Identity branding creation for various ABC Award Show industry events, ESPN Sports Outings, Learning and Development informational sessions, and internal Employee Engagement affairs
- Production of premium items for key clients through partnership with the Sales Communication division and trusted vendors
- Construction of compelling high-level social campaign graphics/GIFs for a variety of Disney social accounts
- Mentor new and returning creative studio interns by guiding multiple projects revolving around innovative strategies, and providing feedback to generate visual solutions

Discovery, Inc. | Junior Designer (Contract)

July 2016 - April 2017 | New York, New York

- Transformed marketing and research outlines into effective creative plans for personalized presentations, data visualizations, sales sheets and infographics for the Advertising and Marketing department
- Assisted in the production of promotional digital and print elements for international conferences and events (CCO, UpFront, CES)
- Spearheaded the translation of company and industry news into concrete designs for distribution in an assortment of weekly digital newsletters and mailers

Viacom | Nickelodeon Marketing Design Intern

May 2015 - December 2015 | New York, New York

- Created the look and feel for the Nickelodeon Evergreen Newsletter (distributed to key global executives)
- Assisted in the development, sourcing, and execution of advertising campaigns and inventive media for Viacom International Media Networks Program Sales exhibition venues for major TV buyers markets (MIPCOM, MIPTV, Cannes Lions, LA Screenings)
- Maintained and curated photography and graphics for the VIMN IPS marketing B2B website and application (www.b2b.viacom.com)

CONTACT

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EDUCATION

Bachelor of Fine Arts | Design

Mason Gross School of the Arts

Rutgers University

New Brunswick, New Jersey

Spring 2016

SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Lightroom, Dreamweaver, and experience with XD, After Effects and Premiere

Languages

HTML, CSS, and experience with JavaScript and Angular

Software & Web Applications

Microsoft Office Suite, Keynote, Custom Show, Mail Chimp, Invision, and experience with Sketch and Figma