



Design keeps me up late at night and gets me out of bed in the morning. For me, it's not just a job, it's a passion.

Contact

TashaGoodman.com
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LinkedIn / Dribbble

Skills

Most savvy with:

Art Direction >>>>>
Graphic Design >>>>>
Illustration >>>>>
Branding & Identity >>>>>
Presentation Design >>>>>
Iconography >>>>>
Photography >>>>>
Mac & Windows >>>>>
Adobe Creative Suite >>>>>
WordPress >>>>>
Procreate >>>>>
Microsoft Office >>>>>
Wrike/Monday.com >>>>>

Basic Knowledge:

Figma >>>>>
After Effects >>>>>
Premiere >>>>>

Feathers in my cap

'Best in Show'
Photography Portfolio
Juried Art Show,
Pivot Gallery 'TailBone'
brand, packaging, mascot

Education

Ivy Tech Community College
Associate of Applied Science
Graphic & Web Design

Notable Freelance Clients

Hotel Tango, 2014
Paws & Think

Personal Philosophy

I love the research phase. The more I can learn about a project, the better I can design something that's both functional and beautiful.

Most Proud of

- Art director/designer for a team winning over 20 awards focused on content
- Conceptualized and illustrated a custom style for company rebrand
- Contributed to a +38% organic social growth and an +84% in blog views YOY
- Designed and authored style guides for three large businesses

Work Experience

Art Director - Carenet Health - Nov. 2022 - Current

- Assist in strategic planning of marketing campaigns
- Provide agencies/colleagues with direction and brand guidance
- Originate product mockups, icons, and advise user experience decisions
- Design/optimize social media graphics boosting organic growth by 38%
- Concept, design, and illustrate eBooks and infographics
- Create custom sales templates and presentations

Media Developer - Stericycle - March 2016 - Nov. 2022

- Conceptualized, created, and illustrated award-winning collateral
- Created dozens of product mockups and influenced user experience
- Established and expanded Stericycle Communication Solutions brand
- Directed colleagues/agencies on design projects and brand consistency
- Trained internal teams on branding practices and PowerPoint
- Wrote marketing content for social graphics accelerating engagement
- Designed and created custom sales templates and presentations
- Led team in creating hundreds of product icons

B2B Senior Graphic Designer - Angie's List - July 2014 - Feb. 2016

- Created, established, and enforced the Angie's List B2B brand
- Conceptualized and illustrated dozens of process-oriented infographics
- Designed all B2B multi-channel marketing materials and event collateral
- Managed production process of all print collateral

B2B Graphic Designer - Angie's List - July 2010 - July 2014

- Designed sales sheets, brochures, and other collateral
- Created email and direct mail designs and templates
- Designed and created graphics for web, print, and email

Web Graphic Designer - Hoosier Lottery - Oct. 2008 - July 2010

- Built Flash display ads for use across dozens of websites
- Designed engaging landing pages and POP material
- Made website updates as needed

Volunteer work

- Graphic Designer - Paws & Think
- Reviewer - Student design portfolio critique
- Committee Member - H.O.P.E. Project Art Auction

