



tara springer

design & photography

contact

567-644-2674

tara.springer@outlook.com

taraspringer.com

skills

Adobe Photoshop

Adobe Illustrator

CorelDRAW

Adobe InDesign

Adobe XD

iMovie

HTML /CSS

InVision

Sketch

Wix

Slack

Trello

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Digital photography

experience

JUNE 2020 - PRESENT

FREELANCE DESIGNER

- Worked with a design team to begin the process of a website redesign for Senior Solutions
Tasks included creating mood boards, wireframes, and design pages for multiple high level and interior pages as well as collaborating with other team members via bi-weekly meetings to discuss progress and expectations
- Designed a kiosk for New Bremen Local Schools to display past class composites, valedictorian/salutatorian scholars and sports records
- Designed and assembled senior recognition awards for the Ohio Northern University Women's Basketball Team
- Freelance photographer specializing in senior pictures and family sessions

MARCH 2021 - AUGUST 2021

GRAPHIC DESIGN INTERN, Partners In Recognition, Ft. Loramie, OH

- Assisted in proofing designs
- Created files for cutting and printing processes
- Worked with a variety of materials such as corian and glass that would be cut, printed, lazer engraved, and etched
- Participated in the production process of plaques and awards to ensure deadline compliance
- Worked closely with the shipping department to package large and rush orders
- Worked with customer service representatives to streamline the filing system

JANUARY 2021 - MAY 2021

COPYWRITE DIRECTOR,

National Student Advertising Competition Team

The Modern College of Design, Kettering, OH

- Team earned third place at District V American Advertising Federation Regional Competition for its campaign for Tinder
- Responsible for leading, guiding, and developing all copy for the campaign including headlines, taglines, and writing the plans book content
- Worked closely with Art Director, Creative Director, and Marketing Director to ensure deadlines were met and content was on brand
- Created visual elements for the campaign presentation
- Assisted with research tasks

APRIL 2020 - MAY 2020

DESIGN INTERN, EPIC Lab, Melbourne, Australia

- Developed a new brand identity for EPIC Lab, a start-up aimed to integrate design-thinking into high school classrooms
- Created a logo, branding guidelines, social media assets, a robust UI kit, and an infographic
- Attended virtual daily meetings to collaborate with client and group members



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JANUARY 2020 - MAY 2020

PHOTOGRAPHER/DESIGNER,

National Student Advertising Competition Team

The Modern College of Design, Kettering, OH

- Team earned first place at District V American Advertising Federation Regional Competition for its campaign for Adobe
- Responsible for all photography
- Created visual assets for the campaign
- Assisted with research tasks

MAY 2019 - DECEMBER 2019

GRAPHIC DESIGN INTERN, Homestretch Sportswear,

St. Henry, OH

- Created original designs for business and school apparel
- Updated catalog for Eldora Speedway in Rossburg, OH
- Performed heat transfers

JUNE 2018 - AUGUST 2018

GRAPHIC DESIGN CO-OP, Wilson Football Factory, Ada, OH

- Provided graphic design support to senior designers
- Prepared decals, performed heat transfers, checked orders, and merged decal filing system

education

AUGUST 2020 - PRESENT

The Modern College of Design, Kettering, OH

Bachelor's Degree in Design Leadership

Projected graduation: May 2021

- Took technical courses in traditional print/package design, web design, UI/UX, copywriting, and design thinking, as well as general education courses in art history, marketing, and communications
- Member of Photography Club
- Received Award of Excellence for cumulative GPA of 3.75 or higher and perfect attendance

AUGUST 2018 - MAY 2020

The Modern College of Design, Kettering, OH

Associate's Degree of Applied Business in Design

- Took technical courses in traditional print/package design, web design, UI/UX, introductory web development, photography, and illustration, as well as general education courses in art history, marketing, and communications
- Member of Photography Club
- Received Award of Excellence for cumulative GPA of 3.75 or higher and perfect attendance
- Attended IGNITE creative career talk featuring Landor to gain a better understanding of the industry