



# TARA KEANE

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

**Location:** Dallas, TX

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**Portfolio:** [tarakeane01.com](http://tarakeane01.com)

## PROFILE

Seasoned Graphic Designer with more than 20 years' experience in the publishing and marketing industries. Solid success directing and implementing a broad range of revenue-generating design projects, from conception through to completion.

## AREAS OF EMPHASIS

- Print and Digital Design
- Art Direction
- Photo Shoot Direction
- Production / Repro / Printing
- Cost Control & Budget Administration
- Staff, Vendor & Media Relations

## TECHNICAL SKILLS

- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat
- iWork 2009: Pages, Numbers, Keynote
- Microsoft: Word, Excel, PowerPoint

## INTERESTS

- Crafts
- Cooking
- Traveling
- Reading

## EXPERIENCE

**2024 - Present**

**Creative Director**  
**CITYVET**

*Dallas, Texas*

**RESPONSIBILITIES:**

Lead the creative team in developing and executing innovative concepts that align with the brand's objectives and resonates with the target audience.

**2017 - 2024**

**Graphic Designer**  
**CORNERSTONE**  
**BUILDING BRANDS**

*Cary, North Carolina*

**RESPONSIBILITIES:**

- Created engaging and on-brand graphics for digital and print assets from conception to completion, ensuring deadlines are met with minimal direction.
- Managed creative process on an ongoing basis, throughout all stages of production.
- Partnered with marketing and other channels to translate strategies into creative solutions that meet and often exceed expectations.
- Handle multiple projects in various states of production.

**2015 - 2016 (contract)**

**Graphic Designer**  
**THE PUBLISHING**  
**PARTNERSHIP**

*Cape Town, S. Africa*

**RESPONSIBILITIES:**

- Created designs, concepts and sample layouts utilizing aesthetic layout principles.
- Mark up, paste and assemble final layouts to prepare for print.
- Attended photo shoots and printing sessions, when necessary.

**2008 - 2014**

**Art Director**  
**THE PUBLISHING**  
**PARTNERSHIP**

*Cape Town, S. Africa*

**RESPONSIBILITIES:**

- Managed own accounts and projects for multiple magazine publications.
- Created designs, concepts and layouts utilizing aesthetic layout principles.
- Managed and supported junior designers on team.
- Organized and directed all photo shoots.
- Mark up, paste and assemble final layouts to prepare for print.

## AWARD

**Excellence in Design Award 2015**

Awarded by the South African Publications Forum for overall magazine design for *Jet Club Magazine*