# TARA LYNN CONNELLY

## EDUCATION

### bfa in visual arts (graphic design)

**PURCHASE COLLEGE, SUNY**

PURCHASE, NY

**MAY 2011**

## SKILLS

| QUALIFICATIONS | SOFTWARE |
| --- | --- |
| Design Leadership | Figma |
| Visual Design | Sketch |
| Product Design | Adobe CS |
| Interface Design | GitHub |
| Identify Design | |
| Prototyping | **HOBBIES** |
| User Experience | Photography |
| User Testing | Cinematography |
| HTML/CSS | Textile Design |

## EXPERIENCE

### lead visual designer

**VERBAL+VISUAL**

NEW YORK, NY (REMOTE)

**2021–2023**

Designed innovative commerce experiences

Translated and evolved brand requirements

Facilitated client communication

Instilled DesignOps processes

Led the design documentation process

Collaboratively contributed to development

Mentored associate designers

### lead product designer

**RETIRABLE**

NEW YORK, NY (REMOTE)

**2020–2021**

Continuously iterated on FinTech products

Led a research based visual rebrand

Facilitated weekly user interviews

Documented design principles and process

Created component library

### ui designer

**TED CONFERENCES**

NEW YORK, NY

**2018–2020**

Designed mobile and desktop apps

Created interactive attendee experiences

Maintained and updated internal interfaces

Facilitated user testing

Concepted algorithmically generated assets

### senior ux designer

**SWITCH**

NEW YORK, NY

**2016–2017**

Designed mobile and desktop apps

Evolved company branding

Determined marketing strategies

### ui designer

**BUILDIUM**

BOSTON, MA

**2013–2015**

Coordinated design process

Maintained marketing site

Oversaw conversion optimization program

Contributed to internal pattern library

Facilitated user testing

Managed design staff

### senior designer

**STUDIO K&M**

NEW YORK, NY

**2011–2013**

Strategized and developed visual identities

Designed user friendly websites

Produced print advertisements

Created packaging designs

Performed usability analysis

Collaborated with clients

## tara lynn connelly

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