



EDUCATION

bfa in visual arts (graphic design)

PURCHASE COLLEGE, SUNY PURCHASE, NY

May 2011

Awards: Presidential Artist Scholarship

GPA: 3.69, cum laude

SKILLS

SOFTWARE:

Axure
Antetype
Sketch
Illustrator
Photoshop
InDesign
Dreamweaver
WordPress

LANGUAGES:

English
Spanish

SKILLS:

HTML / CSS
IA & Sitemapping
Wireframing
Prototype Design
User Testing
Identity Design
Print Production
Typography
Infographic Design
Email Marketing
Google Analytics
SEO

EXPERIENCE

ux designer

BUILDUIUM BOSTON, MA

2013-2016

Designed and maintained the software's marketing website

Coordinated design process from wireframe to visual specs

Documented patterns for style guide

Oversaw conversion optimization program

Analyzed site performance and metrics

Created protocols for user testing

Designed marketing collateral

Managed design staff

instructor

START UP INSTITUTE BOSTON, MA

2013-2015

Taught class on conversion optimization to students on the marketing track

senior designer

STUDIO K&M BROOKLYN, NY

2011-2013

Strategized and developed visual identities for cohesive branding solutions

Designed print advertisements and packaging and oversaw print production

Created complete site maps, wireframes, and pixel perfect layouts for web designs

Analyzed usability of existing websites and developed proposals for redesigns

teacher's assistant

NYU SCPS NEW YORK, NY

2011-2012

Created lesson plans and designed KeyNote presentations for NYU's Web Usability course

layout editor

THE INDEPENDENT PURCHASE, NY

2010-2011

Head of visual content for the Purchase College's weekly news magazine

Redesigned the publication's logo

Designed the full layout of weekly issues

Supervised art and photography interns

office assistant

SUBTLE ENERGIES CHESTER, NY

2004-2011

Coordinated and produced all of the Holistic Health Center's design projects including business cards, pamphlets, product labels, website design, flyers, and advertisements

Filed documents for a large database

Helped to manage the schedules of multiple massage therapists by booking appointments and taking phone messages

Managed yearly inventory of products

tara lynn connelly

43 saint joseph st # 1
jamaica plain, ma 02130

845.987.0528

taralynnconnelly@gmail.com

www.taralynnconnelly.com