# TAMARA McINTOSH

## Objective

I am a creative, strategic, and detail orientated, Graphic Designer and Web Designer with 9+ years of experience looking for my next challenge.

I have a passion for all aspects of design but my expertise lies in digital. Creating beautiful and usable experiences are truly, what make me tick.

I have a knack for problem solving and possess solid leadership, communication, time management, and technical skills.

Let's talk !

## Tools

InVision
Bootstrap
Balsamiq
CSS / HTML
Adobe Creative Suite
Microsoft Office Suite
Adobe / Google Analytics
Drupal, Wordpress, Moodle

## Skills

Data Analysis & Interpretation
Research Methodologies
Information Architecture
Design Methodologies
Presentation Skills
Colour Theory
Typography
Budgeting

## Project Management

Led, mentored, and assembled cross-functional teams of Graphic, Web, UI/UX Designers and negotiated contracts and schedules for freelancers, vendors, and support staff to accomplish project objectives.

Provided positive and constructive feedback adhering to brand standards, deadlines, and quality of design and development work.

## Graphic Design

Crafted and maintained brand identities and strategies that elevated and differentiated.

Created compelling omni-channel digital and print brand and marketing collateral that functioned on-brand and on-strategy such as:

**websites, custom landing pages, micro-sites, digital campaigns, banners, eblasts, animations, vector illustrations, iconography, photo editing / manipulation, brochures, newsletters, business cards, stationary, catalog covers, flyers, magazine ads, and signage.**

## Web Development

Planned, designed and developed dynamic user centered desktop and mobile responsive websites leveraging Drupal, Wordpress, and Moodle content management systems.

Organized information architecture (IA) for complex informational hierarchies by distilling them into screens and flows that are intuitive, making something complex appear simple.

## UI/UX Design

Collaborated with internal / external stakeholders to solve complex design problems and web interactions for various industries such as:

**research, education, healthcare, B2B / B2C retail, not-for-profits, and private sector companies.**

Created process flows, wireframes, and visual design mock-ups that effectively conceptualized and communicated detailed interaction behaviours.

Identified opportunities through established research methodologies, analyzing customer data, and conducting user testing to create user personas to provide compelling user experiences.

## Work History

Graphic Designer & Ecommerce Marketer / Grand & Toy
November 2013 - Present

Graphic & Web Designer / Freelancer
February 2009 - January 2016

Project Manager /
Toronto Entertainment District BIA
January 2008 - February 2009

## Education

Business Commerce, Ryerson University

Special Events Planning, George Brown College

## Contact

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