





TARA DAVIS

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Education & Training

Masters of Industrial Design, Georgia Institute of Technology

Areas of Study: Product Design and Marketing / Project Management

Bachelor of Architectural History, University of Virginia

Minor: Architecture and Studio Art (Oil Painting)

The Art League

Photography Studio, Fall 2013

Technical Skills

Advanced / Intermediate



- **Adobe Creative Suite collection** (Photoshop, Illustrator, InDesign, Muse, Flash)
- **SolidWorks**
- **Microsoft Office** (Word, Excel, PowerPoint)
- **iWork** (Pages, Numbers, Keynote)

Familiar



- **AutoCad**
- **Sketch Up**
- **Final Cut Pro**
- **Alias Studio**
- **Dreamweaver**

Comfortable in a Mac or PC environment.

Highlights: Brand Design & Diverse Media

Brand Identity Design & Implementation for Award-Winning, 100+ Employee AEC Firm — Greater Washington, DC

Working closely with Grimm + Parker's marketing team, I supported efforts to enhance brand recognition (by designing a scalable, and flexible identity system, toolkit, and style guide). The new visual system resonated with stakeholders and extended to the core brand (internally throughout the office environment, and externally through catalogs, exhibitions, and more). With the new identity system in play, G+P clients and prospects enjoy a holistic, meaningful experience of the brand. My services also included a new directory system used to manage visual assets. Other employers that benefited from similar services include Stretch Workz LLC, and WDG Architecture.

Maintaining Brand Standards at Mercedes-Benz Retail Stores — Montvale, NJ

I supported the facilities planning team to streamline new brand standards across interior and exterior spaces at Mercedes-Benz retail locations. I helped develop architectural design concepts aligning with MBUSA's Autohaus brand guidelines. Our team goal was to optimize brand recognition through design consistency across retail facilities in the North American region.

Campaign Planning & Execution for Award-Winning, 1,050-Employee Commercial Real Estate Firm — Washington, DC

Teaming with Cresa staff and Lost Note Productions, I planned and designed Cresa's *Best Places to Work* campaign. Primary messaging highlights unique parts of the firm's DC office culture that demonstrates why the firm is a top place to work. For three consistent years, Cresa has been featured on this list — published by the Washington Business Journal (WBJ). Key components of the campaign included a half page print ad and a 30-second video shown at the awards ceremony. [Click here to see the video.](#)

Live + Work Transit Research & Design (Masters of Industrial Design Thesis Project), Georgia Institute of Technology — Atlanta, GA

I completed a Masters thesis that helped shape unique solutions designed to relieve Atlanta's congestion problem. The full project consisted of: a 120-page research-based report on existing commuting needs; and an accompanying product design concept that responds to my research findings. The scope of work included focus group interviews with consumers and industry experts. Solidworks was used to build a complete 3D model showcasing the exterior and interior spaces of the final concept.

Commendation

"Tara Davis is an unbelievable talented designer. She loves her craft and is **exceptional at communicating her ideas** which is reflected through her high level of quality in her work. I had the privilege of mentoring Tara for the summer during her internship at Mercedes-Benz USA. She shows dedication and commitment and not only takes direction well but is also able to introduce her own touch of creativity."

—John Petullo, Retail Facility Project Manager, Mercedes-Benz USA

"As an Account Manager at NRI, I have worked with many designers to provide integrated graphic and content solutions for the design, architecture and engineering industry. **Tara has consistently designed creative, compelling and innovative marketing solutions** to strengthen Lessard's brand image within the AEC industry. Her ability to provide creative direction has allowed her to not only translate ideas into highly engaging designs, but effectively develop high-quality visuals in a variety of formats."

—Al Starosky, Account Manager, NRI

Experience — Creative Direction & Production*

AARP®, Washington, DC — Senior Designer, Digital Channels

Currently leading cross-channel alignment efforts for streamlined visual communication across pre-click and post-click digital creative. Key responsibilities include the optimization of evergreen creative; the optimization of creative for A/B testing; and the creative strategy for specialty campaigns (most recent — Black Friday, and Mother's Day).

Duration: 2018 to present.

Capital One®, McLean, VA — Senior Art Director, Brand Creative

Designed on-brand social media content, and digital advertisements. Final creative targets millennial, and baby-boomer audiences. The visual assets work together across channels for a **complete customer journey, and experience of the brand. Duration: 2017 to 2018.**

Cresa Global, Washington, DC — Director, Creative Services

I implemented a streamlined, brand identity system used by creative teams. Teaming with research and PR staff, I also produced editorial content that helped position the Cresa brand as thought leaders in the local market. Other responsibilities included goal-setting, team building, and project tracking for communication projects. My quality control protocols optimized product consistency, and addressed other production concerns.

Duration 2015 - 2017

Grimm + Parker Architects, Greater Washington DC — Graphics & Comm. Specialist

I teamed with design and marketing staff to develop a quarterly marketing collateral plan to strategically roll out content to targeted audiences. **Also served as designer and editor of G+P's The Sketch (quarterly newsletter publication). Duration: 2014 - 2015**

WDG Architecture, Washington, DC — Senior Marketing Coordinator

I streamlined project management processes and executed creative strategies that ensured clear communication of brand messaging. **Duration: 2012 - 2014**

Lessard Design, Inc, Greater Washington, DC — Marketing Manager

Part of the 2011 re-branding project, I designed a comprehensive identity system. I also optimized brand messaging through smart design and copy, and managed multiple production vendors / consultants as needed. **Duration: 2011 - 2012**

Gap Inc, Long Island, NY — Store Visual

Visual merchandising and store design was used to increase customer conversion and maximize sales. **Duration: 2010 - 2011**



Commendation

"A strong team player, Tara often collaborated to understand client needs and objectives, creating dynamic and targeted communications strategies.

***Her branding knowledge and expertise allowed her to strategically create market appropriate corporate visual identity systems.** Tara and I collaborated frequently on various branding projects from proposal development to email marketing and direct mail campaigns. Her valuable team contribution ultimately helped create winning proposals, and effective collateral solutions that resulted in obtaining new clients."*

—Alyce Kirk, Business Development Director, PR Consultant

MBUSA (Mercedes-Benz USA), Montvale, NJ — Intern, Design Management.

Worked with facilities planning team to deliver an exceptional branded customer experience in MB retail stores across the nation. **Used AutoCAD, SketchUp, and Photoshop to produce concepts that reinforce a luxury brand image — to then be presented to leadership. Duration: Summer 2009**

Experience — Project Management & Leadership*

Met Creative Group LLC, Washington, DC — Creative Director, Founder

I founded Met Creative Group (formerly Primo One Enterprises): a small business that provides freelance design consultant services to local B2C (Business-to-Customer), and B2B (Business-to-Business) entities. Services have included brand design and management, print, web, and packaging design. **I lead clients through initial kick offs, creative overview sessions, and design execution to help shape and articulate the vision for their brand. Currently working with GCS | SIGAL, and WDG Architecture PLLC. Duration: 2010 to present**

REC4AF — Interim Marketing Director

Working with the web and PR team, I **led the brand identity project**, and provided streamlined collateral (website, and other visual media). I also planned and executed multiple social media campaigns for the new non-profit started by Cresa Global. **Duration: 2016 - 2017**

Georgia Institute of Technology, Atlanta, GA — Senior Teaching Assistant

Academic and administrative support provided to tenured staff. I helped directors, lecturers, and studio instructors meet program objectives for industrial design graduate candidates. I served as Lead Teaching Assistant for undergraduate and graduate-level courses — *Professional Practice; Materials of Design; Art History I and II. Duration: 2008 - 2010*



* Listed in reverse chronological order.