

# tara sroka

**Email:**  
tara@tarasroka.com

**Web site:**  
tarasroka.com

**Phone:**  
646.867.3116

**LinkedIn**  
linkedin.com/in/  
tarasroka

**Expertise:** Data visualization, logo and branding, various digital and print collateral, website design, campaign concepting, journal ads, internal sales tools, social media, brand guidelines, photo research and working with illustrators, photographers and retouchers

**Therapeutic Experience:** Hematology, HIV, hypertension, diabetes, oncology, gout, women's health, dermatology, cardiovascular disease and a variety of other disease states

## ART DIRECTION

### Area 23

*Art Supervisor*  
July 2019–Present

Art direct and assist with various new drug launch materials as well as day-to-day design needs for a full range of HCP & DTC tactics

### Digitas Health

*Senior Art Director*  
May 2018–July 2019

Concepted, designed, managed and executed visual ideas for various integrated initiatives

### FCB Health

*Art Supervisor*  
May 2011–May 2018

Art directed and designed for a full range of HCP marketing materials as well as new business pitches

Managed, mentored and delegated projects to junior art directors

## GRAPHIC DESIGN

### Oxygen Media/NBC Universal

*Junior Graphic Designer*  
April 2003–May 2010

Designed and executed materials that included: brand identity, magazine design, collateral pieces, posters and various branding efforts

Organized and archived design files and assets

Maintained the digital photography library with the use and knowledge of Cumulus, an image database system

Assisted in proofing artwork and helped to ensure the accuracy of print jobs to completion

Worked closely with the Marketing Department to ensure the success and accuracy of marketing/sales materials and that specific marketing goals were met

## PRODUCTION

### BBDO

*Production Coordinator*  
2002–2003

Controlled the workflow of the graphic design studio and acted as a liaison to the traffic team

### Hill Holliday

*Broadcast Traffic Manager*  
2001–2002

Trafficked radio and TV spots to broadcast stations

### Wieden + Kennedy

*Project Manager*  
2000–2001

Managed schedules and trafficked print advertising to meet deadlines

### O'Leary Clark/Wolf Group

*Traffic Manager*  
1999–2000

Scheduled and trafficked print advertising & collateral material

## EDUCATION & TRAINING

### Noble Desktop Training Classes

Photoshop for Web Design & UI, Mobile & Responsive Web Design, Illustrator, Photoshop Advanced and Dreamweaver/HTML

### Leadership Workshops & Various Training

Managing to Lead, Getting the Most from Your Team, DiSC Management Training, Visual Thinking, Presenting When You're Not in the Room, Improv for Business and Managing Difficult People & Tricky Situations

### State University of New York College at Geneseo

*Bachelor of Arts, Communication, 1999*

## TECHNICAL SKILLS

Photoshop	PowerPoint
Illustrator	Word
InDesign	Excel
Sketch	WordPress
Acrobat	Basic HTML
Facebook	Shopify
Instagram	Squarespace

**References Upon Request**