

tara sroka

Expertise: Data visualization graphics, logos and branding, digital and print collateral, campaign concepting, journal ads, internal sales tools and excitement campaigns, brand guidelines, photo research and working with illustrators, photographers and retouchers

Therapeutic Experience: Hematology, HIV, hypertension, diabetes, oncology, gout, women's health, dermatology and various other disease states

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ART DIRECTOR

Digitas Health

*Senior Art Director
May 2018-Present*

Conception, design, and execution of fresh visual ideas for integrated cross channel initiatives in partnership with copy and account team, appropriate to the client's marketing strategy within stated deadline and budget

FCB Health

*Art Supervisor
May 2011-May 2018*

Art direction and design for a full range of marketing materials—from websites, mobile, interactive sales aids, motion graphics videos, conference materials, advertorials, formulary kits and various collateral and new business pitches

Manage, mentor and delegate projects to junior art director

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, 1995-1999

SOFTWARE SKILLS

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

References Upon Request