

tara sroka

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🌐 www.tarasroka.com

EXPERIENCE

Draffbc HealthCare

Art Director • 2011– Present

Responsible for developing visual solutions to a variety of communication problems based on the client's specifications which communicate to a target audience.

Present designs clearly and concisely to Creative Director and Account Team.

Manage multiple accounts that require working within budgets and scheduling requirements.

Collaborate with copywriters, account executives and members of the production department to discuss client requirements and concepts, and to deliver innovative concepts.

Freelance

Graphic Designer • 2010 – 2011

Concept and design various material for clients that have included brand identity, business cards, invitations, logos, custom scrapbooks and web design.

Oxygen Media/NBC Universal

Junior Graphic Designer • 2005 – 2010

Traffic Manger • 2003 – 2005

Brand identity design and execution of various projects that include: marketing and press kits, collateral materials, advertisements, posters, premiums and a variety of merchandise for sale on the Oxygen website.

BBDO Worldwide

Production Coordinator • 2002 – 2003

Hill, Holliday

Broadcast Traffic Manager • 2001 – 2002

Wieden + Kennedy

Project Manager • 2000 – 2001

O'Leary Clarke & Partners/Wolf Group

Traffic Manager • 1999 – 2000

EDUCATION & SKILLS

School of Visual Arts

Continuing Education

2001– 2007

Typography I • Graphic Design & Advertising • Gourmet Typography
Dreamweaver Design

Noble Desktop

Training Classes

2003 – 2007

Illustrator Advanced • Photoshop
Advanced • Dreamweaver/HTML

Ad House

Spring 2001

Introduction to
the Creative Process

**State University of
New York @ Geneseo**

1995 – 1999

Bachelors Degree
in Communication &
Graphic Production Minor

Illustrator • Photoshop
QuarkXpress • InDesign
Dreamweaver • Flash
Fireworks • Excel • MS Word
PowerPoint • Cumulus
Creative Assets Management

