

TYRA NICOLE DUMARS

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{QUALIFICATION PROFILE}

Multimedia Web & Print Design, Innovative Marketing & Campaign Design, Brand Development, Collaborative Leadership & Training Skills, “Win-Win” Partnership Development & Client Vendor Relations, & Deadline Driven Project Goals

{EDUCATION}

Pratt Institute, New York, New York, Expected May 2013
Masters of Professional Studies, Design Management

Northwestern State University, Natchitoches, Louisiana, May 2005
Bachelors of Fine Arts, Graphic Communication
Associates Degree, Business Administration

{TECHNICAL SKILLS}

Creative Suite 4/5 (Photoshop, Illustrator, Indesign, Dreamweaver, Flash, Acrobat) • MS Office • Keynote • HTML/CSS • Wordpress

{PROFESSIONAL EXPERIENCE}

Contributing Writer/Student, Catalyst Strategic Design Review/Pratt Institute July 2011 – Present, New York, New York

- Team and project management; Creative presentation and design
- Writing, editing, visual design and infographics for digital space; Information research, business writing and analysis

Senior Designer, Direct Action Media, January 2007 – Present, New York, New York

- Maintain corporate identity, digital space development, social media strategy and implementation; Design emails, sell sheets, media kits, advertisements, logos, infographics, visual data mapping and web graphics
- Essence, People en Español, Fortune and Money showcase section design and creative development; Introduced increased efficiency project management system for creative department
- Collaborate with vice-presidents, media specialist, and clients for sales and marketing development; Creative team and project management for SelfGrowthEngine.com

Independent Design Consultant, tyra.nicole, January 2005 – Present, New York, New York

- Print, web and social media marketing and design
- Small business brand, identity, and digital space development
- Develop and manage vendors and partner relationships

Production Artist, ePromos Promotional Products, August 2005 – January 2007, New York, NY

- Prepared computer graphics for apparel and product design
- Lead and collaborated on various in-house marketing projects; Updated and managed workflow within department

Design Consultant, Witz End Design, New York, New York, June 2005 – August 2005, New York, NY

- Page layout, graphic creation, and preflight checks for educational textbooks.

Graphic/Production Designer, Posey’s Sports Center, April 2004 – May 2005, Natchitoches, Louisiana

- Created and prepared computer graphics for apparel design.

Design Editor, Northwestern State University, August 2004 – May 2005, Natchitoches, Louisiana

- Design, layout, and photo retouching for University yearbook.

{AWARDS & MEMBERSHIPS}

GD USA – 2008 American In-House Design Award

AIGA – *Member since 2011*

The Advertising Club – *Member since 2010*