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Portfolio: [www.tamarablyth.com](http://www.tamarablyth.com)

## PROFESSIONAL SUMMARY

Award-Winning Senior Design Professional with 15+ years' experience in digital and print across multiple industries. Demonstrated success in artistic and brand development. Well versed in visual marketing and communications. Adept in collaborating with senior leadership and key stakeholders across departments and locations, providing engaging art direction that drives awareness. Strengths include digital and conceptual design and project management.

## ACHIEVEMENTS OF NOTE

- Winner – Addy Award (2018)
- Designed products that sold >10,000+ units to clients internationally
- Served as Art Director for known brands, including large-scale events at Walt Disney World and photoshoots for Red Lobster
- Drove notable revenue increases, designing products for leading product lines
- Sole designer of Alumni magazine with a readership of 36,000

## PROFESSIONAL EXPERIENCE

### Southeastern University

2022 – 2024

*Southeastern University is a private university in Lakeland, Florida. It was established in 1935 and became a liberal arts college in 1970. Kent Ingle has been the president of SEU for 15 years.*

#### **Graphic Designer**

- Developed all creative content, including logos, branding, and direct mail for the Office of the President of the University
- Designed engaging collateral, such as social media graphics and email campaigns

### Watson Clinic LLP

2021 – 2022

*Watson Clinic is one of the largest multispecialty medical clinics in Florida, providing comprehensive healthcare services via 220+ board-certified physicians representing 40 different medical and surgical specialties.*

#### **Specialist, Forms Production**

- Manage the overall forms inventory, including database, hard copies, and digital updates, for backup and contracted printers and service providers.
- Convert and maintain all database forms in PC and Mac formats.

### Florida Southern College

2017 – 2021

*Florida Southern College, the oldest private college in Florida, offers more than 50 undergraduate degree programs and prestigious graduate programs in business, accounting, education, and nursing. U.S. News & World Report currently ranks Florida Southern as the #5 college in the South, and both Forbes and Washington Monthly count Florida Southern among the nation's best colleges.*

#### **Graphic Designer**

- Developed all creative content, including logos, branding, and direct mail.
- Designed presentations, illustrations, and digital/print materials, including a magazine.
- **Key projects & accomplishments include:**
  - Winner – Addy Award (2018)
  - Sole designer of a magazine with a readership of 36,000.

### Red Lobster

2014 – 2016

*With 58,000 employees and more than 700 restaurants in the United States and Canada, and a growing international presence, Red Lobster is the world's largest seafood restaurant company.*

**Graphic Designer**

- Responsible for creating high-detail menu design.
- Produced overall art direction, on-brand while refreshing overall feel and look.
- Designed page layout and retouched images.
- Managed the image library and maintained creative content files.

**Pegacorn Creative**

**2011 – 2013**

*Pegacorn Creative focuses on the fun and creativity of graphic and fine arts, offering graphic design, event design, and web design to clients across industries, creating logos, portraits, illustrations, concept art, and fine art.*

**Art Director**

- Designed engaging collateral and performed brand development, creating logos, illustrations, websites, and digital/print materials.
- **Key projects & accomplishments include:**
  - Clients include Busch Gardens, Walt Disney World, Concord Property Management, Nth Degree FX, and Crabtree Ink.

**The Walt Disney Company**

**2011**

*The Walt Disney Company, a leader in the American animation industry before diversifying into live-action film production, television, and theme parks, is one of the world's leading producers and providers of entertainment and information.*

**Graphic Designer – Creative Entertainment**

- Provided art direction and event management, ideating and executing large-scale events.

**Tropic Signs**

**2006 – 2010**

*Tropic Signs has sold over 300,000 signs nationwide to recognized brands, including Margaritaville, Busch Gardens, and Ron Jon. They also offer art and designs in apparel products and more printed media, including vehicle advertising and printed material for local businesses.*

**Senior Graphic Designer**

- Project manager for client work, providing graphic design and art direction for clients, from design and layout to execution.
- Created digital illustrations and print design.
- **Key projects & accomplishments include:**
  - Clients include Jimmy Buffett's Margaritaville, Ron Jon Surf Shops, Universal Studios, and Surf Expo.

**ADDITIONAL EXPERIENCE**

**Tamara Blyth Graphic Arts**

**2013 – Present**

*Portfolio: [www.tamarablyth.com](http://www.tamarablyth.com)*

**Art Director**

- Principal and lead creative consultant.
- Designed logos, websites (including maintaining Ecommerce sites), email design, digital/print materials, and presentations.
- **Key projects & accomplishments include:**
  - Clients include Marriott Vacation Club, Feltrim Group, OrlandoJobs.com, Dirty Leaf Club, edgefactory, Art In Effect, Quikrete, and Orlando Fringe Festival.

**EDUCATION**

**Master of Fine Arts, Media Design, Full Sail University**

**Bachelor of Fine Arts, Graphic Design, summa cum laude, International Academy of Design & Technology**

**TECHNICAL SKILLS**

Adobe Creative Suite (Acrobat Photoshop, Illustrator, InDesign, XD), Keynote, Microsoft Office Suite (PowerPoint, Word), Wordpress, Mailchimp