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TAMAR YUDELL

SENIOR-LEVEL DESIGNER



PROFESSIONAL SUMMARY

Senior-level designer with 23 years of experience leading cross-functional teams and executing visual communications from concept to completion. Expertise in branding, web design, and project management, significantly boosting brand visibility and customer engagement. Adept at driving innovative visual strategies and collaborating with high-profile brands to enhance market presence.

EMPLOYMENT HISTORY

2011 - PRESENT

Owner/Designer, Tamar Design / Yudell Development

- Lead design and marketing initiatives, boosting brand visibility and engagement for diverse clients.
- Manage cross-functional freelance teams, ensuring innovative designs and timely project completion.
- Develop cohesive brand identities through websites, print materials, and event graphics.
- Collaborate with high-profile brands to deliver impactful visual solutions, enhancing market presence.
- Drive visual strategies, significantly increasing customer engagement and market presence.

2009 - 2011

Senior Online Marketing Designer/Developer, Myspace, Inc.

- Designed and built email marketing communications, enhancing member engagement and retention.
- Developed and executed A/B test campaigns, optimizing designs, content, and subject lines.
- Trained web designers on email coding standards, improving layout compliance and deliverability.
- Increased user interaction time on-site through targeted email strategies.
- Implemented best practices in email marketing, resulting in measurable improvements in user engagement.

2007 - 2009

Marcom Graphic Designer, Fox Interactive Media / Myspace

- Collaborated with designers and project managers to develop compelling sales presentations.
- Designed PowerPoint decks, posters, invitations, and logos to support advertising initiatives.
- Ensured brand consistency for Myspace and other Fox-owned online properties.
- Contributed to the creation of visually appealing materials that boosted campaign success.
- Maintained brand integrity across all marketing collateral.

2007 - 2008

Lead Designer & Project Manager, Ashba Media, Inc.

- Led a team of designers to establish ASHBA Media, securing Virgin Megastore as a key client.
- Managed creative projects, contributing to ASHBA Media's growth into a thriving design firm.
- Collaborated with Creative Director Dj Ashba, enhancing the agency's market presence.
- Developed innovative design solutions, achieving measurable client satisfaction.
- Coordinated project timelines and deliverables, ensuring high-quality outcomes.

2001 - 2007

Marketing Design & Communications, Nexsan Technologies

- Spearheaded website redesign using PHP and Flash, enhancing user experience and creating a secure Partner portal for reseller access to vital resources.
- Led creation of comprehensive marketing materials, including product logos, data sheets, and corporate brochures, driving sales team success.
- Orchestrated corporate events and trade shows, developing supporting collateral and event graphics to maximize brand visibility and engagement.

EDUCATION

1995 - 1999

Bachelors Degree (Cum Laude) in Graphic Design/Multimedia, Woodbury University, Burbank, California

Recipient of the Woodbury University Award of Design Excellence in 1999