



TIAMERA ELLEN

DIGITAL DESIGNER | VISUAL STORYTELLER

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SKILLS & SOFTWARE

- Adobe Creative Suite
- Mac OS & Windows
- Klaviyo
- Web Design
- HTML & CSS
- Shopify & Squarespace
- Technical Writing
- Email Marketing
- Brand Strategy
- Interpersonal Communication
- Photography
- Content Management
- Project Management

EDUCATION

MONTCLAIR STATE UNIVERSITY

- B.F.A. in Visual Communication Design
- Certificate of Entrepreneurship from the Feliciano School of Business
- Minor in Public and Professional Writing

PROFESSIONAL DEVELOPMENT

THE WEBFLOW MASTERCLASS

by Flux Academy

- Learned to build custom, fully-functional Webflow sites.

STANDOUT SQUARESPACE COURSE

by Squarestylist

- Learned to build custom Squarespace sites using basic HTML and CSS.

AMPLIFY SHOPIFY COURSE

by Morgan Rapp

- Learned how to build Shopify sites efficiently.

BRAND CLARITY ACADEMY

by Marisa Messick of Quill & Co. Design

- Learned about brand strategy & how to implement into client work.

CERTIFICATE OF EXCELLENCE IN VISUAL COMMUNICATION DESIGN

- Received from Montclair State University,

FUNDAMENTALS OF DIGITAL MARKETING

by Google Digital Garage

- Learned the fundamentals of digital marketing.

3RD PLACE IN MSU PITCH COMPETITION

- Pitched a mobile app idea that I conceptualized & designed.

MARIE NESBITT PROMISE PRIZE SCHOLAR

- Award recognized academic excellence, leadership, community service, & promise.

WORK EXPERIENCE

GRANDE COSMETICS, LLC | MARCH 2021 – PRESENT

Graphic Designer

- + Creates digital ad creative for 360 degree marketing campaigns that yield a blended **2.3x ROAS**
- + Prototypes, creates, & optimizes landing pages using Shogun in Shopify
- + Assists creative team with email marketing design & print design according to brand standards
- + Creates merchandising for physical placements in stores, like Ulta & Sephora
- + Works directly with Art Director and Creative Manager to plan and execute photoshoots, brand campaigns, and product launch campaigns
- + Works cross-departmentally to fulfill creative requests
- + Manages newer designers by overseeing their work & creating project briefs, providing clear guidance & objectives, resulting in streamlined workflows & consistent project outcomes

FAST FORWARD INC. | FEBRUARY 2019 – MAY 2021

Digital Designer

- + Created assets for 360 degree marketing campaigns
- + Conceptualized email marketing campaigns that generate \$5,000+ per email
- + Managed client relationships daily through email and phone communication
- + Created landing pages using Elementor on Wordpress

FREELANCE DESIGNER | JULY 2015 – PRESENT

Designed for the following companies:

Everything Just Baked, Hustle Hard Life Movement, Newark Happening, Meko NY LLC, Plastikcomb Magazine, The Young Polonia Academy, Pay it Forward Investments

- + Created full brand identities with collateral
- + Designed Shopify and Squarespace websites
- + Created social media assets
- + Worked on editorial layouts
- + Created print assets such as large format banners, posters, etc

CONEXION PRINTING | JULY 2017 – FEBRUARY 2019

Graphic Designer

- + Designed promotional pieces such as business cards, flyers, brochures, large scale posters, banners, etc.
- + Typeset and edited existing files for print
- + Managed physical & digital files using naming conventions & filing systems
- + Built skills in the process of prepress & print production
- + Built lasting client relationships with daily client communications

PASSAIC COUNTY TECHNICAL INSTITUTE | JULY 2016 – JUNE 2017

Graphic Designer in the Graphic Design Department

- + Designed logos, brochures, newsletters, and posters for a variety of school events and projects
- + Managed digital files using naming conventions