



M A R T H A

hartwell tate

A hard working Graphic Designer with a ten year record of consistently growing strong client relationships, acquiring new skills, staying up-to-date on design trends, and maintaining a stable work-life balance. All of this has been achieved with one goal - seeing the people I work with happy. Strong communication skills and a passion for design have also led to the ability to critique new work and audit existing work for a result that best communicates a client's voice.

Technical

- Mac OS
- Adobe Illustrator
- Adobe InDesign
- Google Suite
- Adobe Premiere Rush
- Adobe Lightroom
- Squarespace
- Adobe Photoshop
- Adobe XD

Personal

- Communication
- Project Planning
- File Organization
- Team Leadership
- Active Listening
- Relationship Building
- Time Management
- Process Development
- Project Presentation

Design

- Aesthetic Building
- Logo Design
- Branding
- Adaptive Layout
- Content Creation
- Photo Editing
- Digital & Print Design
- UI/UX Design

Contact

318.243.0307
 hartwelltate@gmail.com
 hartwelltate.com

Portfolio

hartwelltate.com/portfolio

Experience

OWNER & CREATIVE DIRECTOR

HARTWELL TATE DESIGN CO. 2012 - PRESENT

Worked with an array of clients to bring their design dreams to reality. Independently managing all aspects of the design process to produce design assets that were equally as beautiful as they are useful.

- Communicate with an array of clients about all design ideas and needs
- Formate and organize assets for the client to use
- Modify any designs for print production
- Assist in the creation and expansion of client brands
- Ability to design for multiple mediums
- Consistently maintain deadlines while working on multiple projects
- Create and maintain brand standards
- Product creation and packaging design

GRAPHIC DESIGN PROJECT LEAD

THE CLEVER FACTORY MARCH 2021 - OCTOBER 2021

Responsible for overseeing a team of graphic designers while continuing to maintain my projects and deadlines. Communicated between designers and art directors and managed project assignments and timelines. Also, worked closely with art directors to anticipate and prepare for future needs of clients.

- Evaluated team member's strengths and weaknesses to better delegate tasks
- Studied trends to generate mood boards
- Responsible for assigning and setting deadlines for team projects
- Consistently gave constructive feedback throughout the entire design process
- Communicated project details between the design team and art directors
- Organized completed projects and design assets
- Presented potential products to clients and developed quotes for selected designs
- Prepared finalized designs for mass production
- Conceptualized and developed my designs from start to finish

MANAGER & ART DIRECTOR

LAUREN ROEBUCK DESIGNS 2020 - 2021

Worked in a fast-paced interior and floral design shop where I led a team of designers and sales associates in projects while applying crucial design principles to multiple mediums.

- Maintained customer relationships
- Oversaw multiple projects simultaneously
- Communicated with clients about all home design needs
- Managed and organized all incoming products
- Used design fundamentals like color theory, focal point, texture, and scale to create beautiful and useful home aesthetics
- Provided in-house design assets when needed
- Assisted with daily content creation



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Love of

- Spell-check
- Emerald Green
- Hand-lettering
- Disney Animation
- Typography
- Vintage Wine Labels
- Calendars
- Travel Planning
- Gilmore Girls

Education

2010-2014
 Louisiana Tech University
 Bachelor of Fine Arts in
 Communication Design

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Experience

LASER TECHNICIAN & GRAPHIC DESIGNER

FINE LINE SUPPLY CO. 2016 - 2020

Independently managed a crucial production department where attention to detail and time management were essential to the success of the business as a whole.

- *Designed custom graphics for production*
- *Prepped projects and calibrated laser for engraving*
- *Maintained an open line of communication with customers about project details*
- *Worked with a team of creatives and lent a hand in other departments when needed*
- *Consistently maintained project efficiency through project planning*
- *Assisted in the development of any in-house design needs such as store signage and social media content*

MARKETING & ART DIRECTOR

HITECH COMPUTERS 2014 - 2016

While working inside a pre-established brand, I was responsible for designing any branded materials or digital assets the company needed, from vehicle wraps to mailing campaigns to website redesigns. My responsibilities also included managing marketing campaigns and materials.

- *Maintained and expanded brand standards*
- *Lead generation to understand marketing needs in greater detail*
- *Studied product descriptions and uses to create informational sales materials*
- *Creation of sub-brand logos and accompanying design assets*
- *Conceptualized marketing campaigns and necessary print and digital materials*
- *Configured and maintained a monthly newsletter for customer base*
- *Regularly met with C-suite members to discuss the direction of the company and what brand assets were needed to achieve those goals*

GRAPHIC DESIGNER

LOUISIANA TECH UNIVERSITY, UNIVERSITY COMMUNICATIONS 2012 - 2014

This department's responsibilities included designing all marketing, recruitment, and departmental assets for the entire university.

- *Worked within a well established brand standard*
- *Attended meetings to understand departmental needs better*
- *Implemented solid processes for all in coming graphic designers*
- *Responsible for organizing assets needed to create detailed recruitment materials*
- *Assisted with copy-writing when needed*
- *Planned and laid out complex publications*
- *Sub-brand/departmental logo development*
- *Developed relationships with department leaders in addition to production vendors*