

# TANIA GOMES

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## PROFESSIONAL SUMMARY

*Vision-driven change agent with career-long record of graphic design and project management success for leading organizations*

Creative, people-oriented, multilingual Graphic Designer with the education and work experiences to produce aesthetic deliverables based on industry standard design principles. Possesses a solid foundation in digital and visual arts, illustration, and digital and fine art printing from over ten years of freelance and design studio work. Outstanding communicator able to collect client requirements before translating them into minimally designed visual assets. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills.

### CORE COMPETENCIES

- Graphic Design
- Digital & Fine Art Printing
- Project Management
- Photo Editing & Restoration
- Illustration
- Client Relations
- Communication

## PROFESSIONAL EXPERIENCE

LEIGH VISUAL IMAGING, PRINCETON JUNCTION, NJ, JANUARY 2015 — PRESENT

### GRAPHIC DESIGNER & PRODUCTION COORDINATOR

- Oversee the planning and execution of all design and production activities.
- Orchestrate projects from initial conceptualization to final delivery, including design, creation of images and layouts, and printing. Working on no less than 15 clients at a time.
- Adhere to strict deadlines for production printing projects.
- Utilize QuickBooks to track finances and document pricing estimation of projects.
- Leverage Adobe Creative Cloud programs to design and present project components.
- Create digital image files for use in digital and traditional printing.
- Prepare designs and media for printing by ensuring proper formatting.
- Develop and present production-ready graphics. Graphic mockups and drawing how the final product will look like.
- Design and develop print materials such as brochures, banners, and signs.
- Adapt designs for various projects by adjusting image size, fonts, colors, and themes while adding functionality to develop new designs.
- Craft custom designs for advertisements and signage displayed at trade shows and other events.
- Consult with potential clients to understand their needs and propose appropriate services.
- Align objectives and bridge communications with customers and managers to establish project scope and propose design ideas.
- Interface with current clients to discuss project details and answer questions, providing exceptional customer support in-person, over the phone, and over email.
- Draft mock-ups to present to customers, collecting feedback to make appropriate adjustments for the final proof.
- Select optimal styles, sizes, and arrangement of illustration and graphics for printing.
- Monitor inventory of paper, ink, and printing supplies to ensure sufficient stock, contacting vendors to place orders for additional supply as needed.
- Submit work orders for jobs. Detail of each job, from materials to be used, color and design.
- Edit, manipulate, and restore photographs.

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ASUS IBERIA, BARCELONA, SPAIN, 2009 — OCTOBER 2014

**COMPUTER TECHNICAL SUPPORT**

- Provided basic technical support to clients to assist them in restoring functionality for their devices.
- Maintained an up-to-date understanding of Asus hardware and software.
- Communicated with clients to understand their needs while providing exceptional customer service.
- Investigated and diagnosed technical issues, troubleshooting to restore full functionality.
- Escalated complex issues to appropriate personnel to ensure resolution.

BARCELONA, SPAIN, 2009 — OCTOBER 2014

**FREELANCE GRAPHIC DESIGNER**

- Advertised services to generate leads and attract new customers.
- Communicated with clients to gather requirements and develop custom designs fulfilling their needs.
- Curated custom designs for clients for use in digital and print formats.
- Leveraged expertise in various design programs, including Adobe Creative Cloud, to complete projects.

PREVIOUS EXPERIENCE

GARRISON GROUP AND NISSAN, BUDAPEST, HUNGARY, JANUARY 2007 — SEPTEMBER 2009 | **FREELANCE ILLUSTRATOR & NISSAN CUSTOMER SUPPORT**

LATCOMMUNICATION, NEW YORK, NY, 2005 — 2006 | **CREATIVE DESIGNER**

A1 ADVERTISING, SOUTH RIVER, NJ, 1998 — 2001 | **CREATIVE PRODUCT DESIGNER**

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**EDUCATION AND CREDENTIALS**

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ADOBE CERTIFICATION FOR INDESIGN, 2019  
*MCCC, Mercer, NJ*

COURSE IN BOTANICAL ILLUSTRATION, 2019  
*MCCC, Mercer, NJ*

COURSE IN CALLIGRAPHY & COMIC ILLUSTRATION, 2020  
*Princeton H. School, Mercer, NJ*

BACHELOR OF FINE ARTS (B.F.A.) IN GRAPHIC DESIGN, 2005  
*Montclair State University, Upper Montclair, NJ*  
*Minor in Illustration*

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**ADDITIONAL INFORMATION**

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**Languages:** English, Portuguese, Spanish

**Technical Proficiencies:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Bridge, Lightroom), Rip, Onyx Rip, Roland Rip Windows, Mac OS, Microsoft Office

**Interests:** Hiking, traveling, sketching