



Tara Roth

GRAPHIC DESIGNER

EDUCATION

Kutztown University of Pennsylvania
Kutztown, Pennsylvania

- Graduated May 2015
- B.F.A. in Communication Design – Concentrations in Graphic Design and Advertising

Design Experience

Graphic Designer, The YGS Group
York, Pennsylvania

November 2019—Present

Creates monthly, bi-monthly, and quarterly magazines for associations. Works in collaboration on promotional items both internally and for clients. Worked on redesigns of publications. Production work involving the creation of charts, graphs and tables. Experience in preparing and releasing projects to print.

Format Designer, GIANT Food Stores LLC
Carlisle, Pennsylvania

February 2019—August 2019

Created in store permanent signage and decor for new store openings. Created other seasonal collateral used to promote new programs or promotional items. Worked on concepts for future store programs and features.

Graphic Designer, Liquiflo
Garwood, New Jersey

October 2015—October 2018

Created layouts for product manuals, brochures, and sale sheets for customers. Produced any product photography that was needed throughout the company. Assisted in providing layout and image files for website.

Junior Designer Internship, Artskills
Bethlehem, Pennsylvania

Fall 2014

Assisted in vectoring images, photographed products, prepped product packaging and materials for client meetings and tested products for production purposes.

Graphic Design Internship, Shimon and Sara Birnbaum Jewish Community Center
Bridgewater, New Jersey

Summer 2014

Created internal advertising for in-house events, assisted in integrating a new branding guide, designed holiday mailers for JCC members and designed coupon books for JCC star members.

SKILLS & ASSETS

Translating a client's ideas and vision into an original unique layout. Creating conceptual concepts based on client feedback and/or project briefs. Redesigning existing brands to reflect new and innovative ideas and company growth. Conceptual and visual thinker. Comfortable working with a team and in a fast paced environment. Self motivated.

SOFTWARE

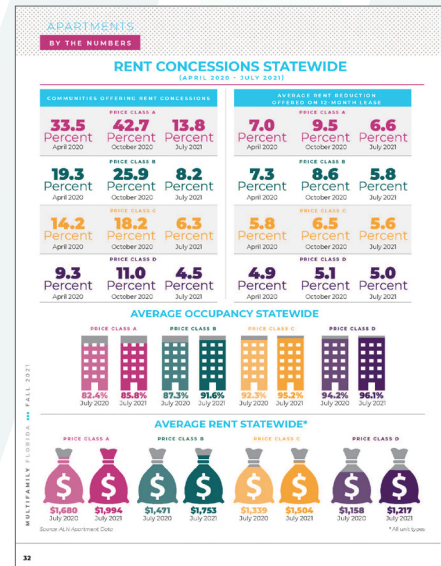
Adobe Creative Suite | MS Office | Webvantage (Task Manager)

tr Tara Roth

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Aetna 2022 Agent Appreciation Kit



Multifamily Florida Magazine-By The numbers Infographic



ACEC 2021 – 2022 Annual Report



Community College Journal (CCJ) Feature layout