

TARYN DUFAULT

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SUMMARY

Experienced Graphic Designer/Production Artist/Illustrator with 12 years' experience applying technical and creative abilities to diverse client projects. Highly effective at collaborating with artistic, project, production, and administrative leadership to complete tasks according to budget and schedule goals. Effective at building and maintaining loyal client base.

SKILLS

- Print Design, Layout, and Production Standards
- Package Design and Print Template Creation
- Web Banners, Social Media, and Promotional Assets
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, and Acrobat)
- Presentation Design in PowerPoint, Keynote, and Google Slides
- Photo Retouching
- Project Coordination
- Vendor Management
- Corporate Branding
- Microsoft Office
- MS Marketing
- XML and Basic HTML
- Reports Generation and Analysis
- Digital Asset Management
- Asana and Trello Project and Task Management

EXPERIENCE

02/2022-PRESENT **Independent Illustrator/Product Designer**

L. Rivers Consulting & Media – Wildomer, California

- Develop 40 traditional illustrations in watercolor and colored pencil to be implemented into card layouts for a deck product
- Design and layout accompanying booklet, cover, and packaging

02/2021-01/2022 **Marketing Coordinator**

Arbor Financial Group – Santa Ana, California

- Managed and produced all public marketing assets requested for 100+ Loan Officers nationwide
- Collaborated with marketing director for the design of multiple social media campaigns for Arbor and Best Offer Package
- Directed the development team through the design and creation of templates for the Arbor HTML signature line rebrand and implemented for 175+ employees

- Created, implemented, and managed client retention program resulting in greater retention and increased revenue
- Managed product orders and quality control for event marketing materials
- Designed brand look and standards for sister company, Best Offer Package, including brand guide, signature line, and social media marketing assets
- Collaborated with the marketing team in the rebrand implementation of print and HTML flyers, onboarding, and internal materials to the updated branding, increasing brand strength and identity
- Conducted design and deliverability testing of HTML email flyers in MS (Microsoft) Marketing, working closely with the development team to ensure design accuracy and open rates
- Onboarded new Loan Officers by guiding training presentations virtually and providing marketing materials to ensure successful onboarding outcomes

10/2019 to 3/2020 Graphic Designer

Sator Sports — Gardena, California

- Contributed to brand redesign focusing on incorporating a more modern tone which better communicated company message and resulted in increased partnerships and sales for each of the three brands (Sator Soccer, AYSO Soccer Store, and SAY Soccer Store)
- Managed weekly email marketing campaigns, ensuring quality design and deliverability standards
- Collaborated with social media team and marketing manager to develop weekly and monthly marketing campaigns to increase sales growth
- Coordinated with current partners to enhance existing B2B marketing campaigns and developed relationships with new B2B marketing partners
- Created and designed web marketing materials for e-newsletters, web banners, rotators, sliders, and social media
- Designed print materials such as flyers, sales kits, and retail catalogs
- Photographed and retouched product photos for website and catalog

**12/2017 to 9/2019 Personal Trainer/Group Fitness Instructor
In-club Graphic Designer**

UFC Gym — La Mirada, California

- Created in-house marketing materials to promote seminars and upcoming programs for the coaching department that increased member retention and increased revenue
- Contributed to personal training department of the year in sales for the personal training department by consistently achieving and/or exceeding minimum monthly revenue, service, and customer satisfaction goals
- Developed and designed 3 weekly fitness classes, designing each class content and delivery methods to match skill levels of all participants and keep interest high
- Grew customer base through word-of-mouth referrals based on customer satisfaction and results
- Worked with clients to set goals and track individual fitness progress and changes and designed personal training programs that addressed each client's specific injuries, health problems, and goals
- Maintained accurate client records and progress both physically and digitally
- Trained clients effectively and built dynamic customer relationships
- Educated members on sustainable nutrition both individually and through seminars

05/2015 to 07/2017 Graphic Designer

Kagan Publishing — San Clemente, CA

- Produced projects from concept to completion, including print design, marketing collateral such as brochures and flyers, product design, and animated presentations
- Designed graphics and content layout for a new educational publication
- Interfaced with curriculum coordinator, publication manager, and print producer to create educational and marketing materials successfully and efficiently for both domestic and international clients resulting in the growth of the company's clientele
- Used Adobe Illustrator, Adobe Photoshop, and Adobe InDesign to create images and layouts as well as Microsoft PowerPoint and Keynote for a variety of projects
- Maintained accurate specs, adhering to print and art specification standards
- Adjusted images sizes and selected fonts for both print and web

02/2015 to 05/2015 Contract Production Artist

Teacher Created Materials — Huntington Beach, CA

- Assisted in the layout, typesetting, and preflight print-production of the Write Time for Kids(TM) product line utilizing Adobe Illustrator, Adobe InDesign, and Adobe Photoshop
- Collaborated with art director, designers, and production manager to complete efficient and accurate work
- Worked closely with editors to ensure the accurate integration of text through Adobe InCopy

10/2014 to 05/2015 Contract Graphic Designer/Production Artist

The Creative Group — Irvine, CA

- Leveraged graphic design and production expertise to produce email blasts, catalogs and book layouts, flyers, web banners, and packaging designs, successfully completing over 10 short and long-term contracts with various clients
- Prepared branding packages for 2 new product lines, including point of purchase displays and product package designs
- Designed packaging layouts and graphics for a skincare and beauty product line
- Retouched and enhanced photos and images for promotional materials, both product and lifestyle
- Created prototypes and mockups of products using Adobe Photoshop and Adobe Illustrator for client review
- Consulted with clients to define design requirements and manage product development projects

06/2010 to 05/2015 Freelance Graphic Designer/Illustrator

Taryn Dufault Illustration & Design — Orange, CA

- Built and maintained long-term clientele and word-of-mouth referrals through solid and timely communication, win-win solutions, and consistency in quality and efficiency
- Created and communicated custom proposals and contracts to reflect each client's project needs, proper licensing, timelines, and budgets
- Met with clients either in person or via Skype/Zoom to discuss artistic preferences, ideas, and project perimeters
- Prepared and filed financial statements such as balance sheets and income statements
- Prioritized graphic workload and effectively coordinated multiple projects
- Designed and produced all graphics and content layout, cover, and interior, for over 15 children's books

- Successfully guided clients through self-publishing processes resulting in revenue generating sales and product growth both domestically and internationally
- Took artistic concepts and transformed into high quality creations, which included characters, environments, and other objects
- Utilized Adobe Illustrator, Adobe Photoshop, and Adobe InDesign to create images and layout for print, web, and mobile applications
- Designed unique print materials, including advertisements, brochures, and logo designs

EDUCATION AND TRAINING

05/2010

Bachelor of Arts: Illustration/Graphic Design
Academy of Art University – San Francisco

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.taryndefault.com>
- <https://www.behance.net/taryndefault>
- <https://www.linkedin.com/in/taryndefault>