

TARYN DUFAULT

2627 N Bourbon St #10, Orange, California 92865 | H: 714-272-0978 | dufault.taryn@gmail.com

SUMMARY

Experienced Graphic Designer/Production Artist/Illustrator with 9 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 and Promotional Assets
- Presentation Design in PowerPoint, Keynote, and Google Slides
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Photo Retouching
- Project Coordination
- File Conversion
- Digital Asset Management
- Corporate Branding
- Microsoft Office
- XML and Basic Scripting
- Reports Generation and Analysis
- Excellent Sales Skills
- Business Development

EXPERIENCE

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)
- Collaborated with social media team and marketing manager to develop weekly and monthly marketing campaigns to increase sales growth
- 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 successfully and efficiently create educational and marketing materials 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
- Uploaded files to the department asset management system and updated information with the latest designs and specifications

**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 skin-care 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, time lines, 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 client's 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
- Used 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.behance.net/taryndefault>
- <https://www.linkedin.com/in/taryndefault>

REFERENCES PROFESSIONAL

Mark Rayos – Marketing Manager – Sator Sports, Inc.

Ph: 310-803-0514 | Email: mark@satorsports.com

Becky Herrington – Publications Manager – Kagan Publishing

Ph: 714-388-8296 | Email: becky@kaganonline.com

Lori Nash – Copy Editor – Teacher Created Materials

Ph: 310-844-5358 | Email: lbtmn24@gmail.com

REFERENCES PERSONAL

Lizzette Cuevas – Operations Manager – Marshalls

Ph: 562-395-8029 | Email: lizzette.cuevas@yahoo.com

Suzi (Moeller) Brown – Accounts Manager – Hair Club

Ph: 714-785-0658 | Email: suzibrown714@yahoo.com