

TARA LINDBERG

DIGITAL DESIGNER | TARALINDBERG.COM

taralindbergdsgn@gmail.com

Providence, RI • 781-910-8570

WORK EXPERIENCE

Ecommerce Web Designer

TRINCHERO FAMILY ESTATES

Sept 2021—present

Partnered with development and brand teams to rebrand and redesign OneStopWineShop.com and all associated collateral, managed site updates and content creation utilizing Wordpress. Lead designer for email and social campaigns for wine brands: One Stop Wine Shop, Sutter Home, Napa Cellars, Joel Gott, ZIATA, and Terra d'Oro, utilizing MailChimp, Klaviyo, WineDirect, Commerce 7, and Photoshop. Designed various web pages for wine brands: Menage a Trois, Napa Cellars, ZIATA, and Neyers, utilizing Figma. Designed various printed materials, digital assets, and photo retouching, for portfolio of brands.

Web Designer WOLVERINE WORLDWIDE

June 2018—Sept 2021

Worked with creative teams and CRM specialists to design responsive email templates, email campaigns, web banners, social ads, SMS images, and direct mail pieces for various Wolverine brands.

Digital Designer CRAFT WORLDWIDE

July 2016—June 2018

Specialized in responsive email design, created cross channel campaign assets for web and print for our clients Staples and Staples Business Advantage.

Interactive Designer STAPLES

Oct 2011—July 2016

Partnered with creative and marketing teams to design email campaigns, sell sheets, web banners, and site graphics.

Hello! I am a seasoned designer with over 10 years of experience creating & collaborating at multiple large ecommerce companies. Always looking to learn new skills, I am excited to bring my expertise and unique artistry to a new role.

SKILLS

- Email Design
- Website Design
- Branding
- Logo Design
- Social Media Graphics
- Animated Gifs
- Web Banners
- Photo Retouching
- Drawing & Illustration
- Working knowledge of HTML & CSS

PROGRAMS

- Figma
- XD
- Sketch
- Photoshop
- Illustrator
- InDesign
- Canva
- MailChimp
- Klaviyo
- WordPress

EDUCATION

Center for Digital Imaging Arts, Boston University

Certificate in Graphic & Web Design, 2011

Univerisity of New Hampshire

BS Equine Science, 2003-2007

VOLUNTEER EXPERIENCE

West Place Animal Sanctuary TIVERTON, RI

January 2023—Present

Lead design on various fundraising and social media projects

MSPCA Nevins Farm METHUEN, MA

Oct 2021—Aug 2022

Caring & feeding of rescued farm animals, grooming arenas, cleaning paddocks