Tara Chu

ART DIRECTOR & DESIGN STRATEGIST

Strategic Art Director with over 20 years of experience driving visual storytelling for global media and lifestyle brands. Over the past year, I have specialized in the healthcare and clinical space, architecting scalable presentation systems and brand guidelines for industry leaders like WillowWood and Valley Prosthetics & Orthotics. I leverage two decades of digital design leadership to translate complex technical data into brand-compliant, high-impact visual narratives.

Brands Worked With: WillowWood, Valley Prosthetics & Orthotics, Prevention, Men's Health, Women's Health, Runner's World, Bicycling, Oprah Daily, Cosmopolitan, Delish, Good Housekeeping, House Beautiful, Road & Track, Woman's Day, Esquire, Elle, Elle Decor, The Pioneer Woman, Harper's Bazaar, Town & Country, Veranda, Food Network Magazine, Car & Driver, Popular Mechanics, Country Living, Sephora, Amazon

PROFESSIONAL EXPERIENCE

Presentation Specialist & Design Strategist / WillowWood (Consultant), Mount Sterling, OH (Remote)

Sept 2025-Present

- Architects presentation systems and scalable frameworks to modernize clinical education tools for educational leads and industry presenters.
- Develops modular PowerPoint libraries and brand guidelines to ensure visual consistency for high-visibility presentations at global clinical conventions and trade shows.
- Translates complex prosthetic research and clinical outcomes into clear, high-impact visual narratives and data visualizations for clinicians and healthcare professionals.

Creative Director of Marketing & Design / Valley Prosthetics & Orthotics Inc., Allentown, PA (Remote)

Feb 2025-Present

- Leads the design and rollout of multi-channel marketing campaigns—including web, social, video, and broadcast—to improve brand presence and patient connection.
- Directs the visual strategy for executive communications, ensuring high-stakes leadership presentations and medical concepts are communicated with clarity and empathy.
- Manages end-to-end digital projects, coordinating with external vendors and clinical teams to ensure all patient communications are accurate, professional, and helpful.

Art Director & Design Strategist / Freelance & Consulting (Remote)

Nov 2025-Present

- Partners with B2B/B2C organizations to lead creative strategy for user-centered digital experiences and high-conversion eCommerce environments.
- Architects high-impact visual narratives and presentation systems that translate technical expertise into compelling stories for professional audiences across educational, marketing, and leadership platforms.
- Manages full-cycle digital projects, including site maintenance, technical updates, social assets and brand identity scaling across diverse touchpoints.

Art Director & UX/UI Designer / Hearst Magazines, New York, NY (Remote Easton, PA)

May 2022-Nov 2024

- Led design efforts focused on user experience, including research, prototyping, and creating clear, intuitive interfaces for several major media brands.
- Facilitated cross-functional collaboration with product managers and developers to align design with business goals, increasing brand consistency by 25% across platforms.
- Directed the visual direction of product merchandising displays, implementing A/B testing to optimize visual elements and leading to a 5% increase in conversion rates.
- Partnered with marketing teams to ensure visually compelling product presentation, resulting in a 12% increase in online sales during key promotional periods.

tarachu.com

linkedin.com/in/tara-chu

tarachu03@gmail.com

267-372-3646

Lehigh Valley, PA 18062

SKILLS

Strategic Design
- Presentation Systems
- Brand Architecture
- Information Design
- Data Visualization
- Style Guides & Standards
- Visual Storytelling

Digital Marketing
- Multi-Channel Strategy
- E-commerce Optimization
- Digital Asset Creation
- UX/UI Principles
- Digital Accessibility (ADA)
- Generative AI

Operations & Leadership
- Creative Direction
- Stakeholder Management
- Brand Governance
- Cross-Functional Leadership
- Executive Communications
- Vendor Management

TOOLS

Presentation & Information Design
- Microsoft PowerPoint
- Google Slides
- Keynote
- Figma

Creative & AI Workflow
- Adobe Creative Suite
- Generative AI

Web & Project Management
- CMS Proficiency (WordPress, Magento)
- HTML/CSS
- Microsoft 365
- Digital Accessibility (ADA)

Tara Chu

ART DIRECTOR & DIGITAL DESIGNER

tarachu.com
linkedin.com/in/tara-chu
tarachu03@gmail.com
267-372-3646
Lehigh Valley, PA 18062

WORK EXPERIENCE - CONTINUED

Senior Designer / Hearst Magazines, New York, NY (Remote Easton, PA)

Jan 2018-May 2022

- Served as the lead designer for Hearst e-commerce shops and the All Out Studio streaming platform, directing creative development and brand representation for each.
- Collaborated with cross-functional teams to ensure a cohesive user experience across all digital touchpoints, contributing to a 10% increase in average session duration.
- Designed multi-channel product campaigns across email, web, and social media, driving a 20% increase in traffic to featured brand pages.
- Developed design strategies to improve user engagement and e-commerce performance across the global Hearst portfolio.

Web Producer & Designer / Rodale Inc. Emmaus, PA

May 2002-Jan 2018

- Spearheaded the creation and optimization of digital platforms for major health and wellness brands, achieving a 15% YoY increase in website traffic.
- Designed and maintained websites, email promotions, and newsletters for Prevention and Women's Health, improving email campaign click-through rates by 10%.
- Launched high-converting e-commerce sites and marketing campaigns for national titles including The Biggest Loser Club, Men's Health Eat This, Not That!, and The South Beach Diet.

LICENSES & CERTIFICATIONS

Product Psychology Masterclass

Growth.Design
Product Psychology Cert 2024

UX Certification

Nielsen Norman Group
UXC 2021

EDUCATION

Fine Art & Commercial Art

Millersville University
Bachelor of Arts, (BA), Commercial Art

Keystone College
Associate of Fine Arts (AFA), Fine Arts