

Tara Chu

ART DIRECTOR, UX/UI LEAD & DIGITAL DESIGNER

Creative leader that drives the development and execution of compelling visual brand experiences across digital and physical platforms. Expertly directs the aesthetic vision, ensuring brand consistency and impactful messaging through photography, merchandising, and marketing materials. Proven ability to unite cross-functional teams, including brand, marketing, and development, to align creative strategy with business objectives. Drives visual innovation through competitive benchmarking and stakeholder collaboration, resulting in enhanced brand engagement and increased sales.

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

WORK HISTORY

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

May 2022–Nov 2024

- Led user-centered design efforts, including user research, prototyping, and designing intuitive wireframes and interfaces, leading to a measurable improvement in user satisfaction rates
- Facilitated cross-functional collaboration with product managers, brand team designers, photographers, developers, and stakeholders to align design with business goals, establishing design guidelines that increased design consistency by 25% across platforms
- Directed the visual representation and aesthetic direction of product merchandising displays, ensuring consistent, high-quality visual output and implementing A/B testing to optimize visual elements, leading to a 5% increase in conversion rates
- Partnered with marketing to ensure visually compelling product presentation that supported brand messaging and promotional strategies, resulting in a 12% increase in online sales during key promotional periods
- Conducted competitive analysis and market research to identify design trends and opportunities, informing strategic design decisions and ensuring brand relevance

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

Jan 2018–May 2022

- Lead designer for Hearst Magazines' e-commerce shops and All Out Studio streaming platform, overseeing creative development and execution of product merchandising and brand representation
- Collaborated with cross-functional teams to ensure cohesive visual representation and optimal user experience across all digital touchpoints, leading to a 10% increase in average session duration
- Designed product campaigns for Hearst Magazine brands across email, websites, and social platforms resulting in 20% increase in website traffic to featured product pages
- Provided on-set design direction for film and photography shoots, creating mood boards and offering real-time creative input to ensure visual alignment with brand aesthetics and campaign objectives

Web Producer & Designer / Rodale Inc. Emmaus, PA

May 2002–Jan 2018

- Designed and launched high-converting e-commerce sites and marketing campaigns for major titles such as NBC's Biggest Loser Club, Men's Health Eat This, Not That!, Prevention's Diabetes DTOUR Diet, The Paleo Diet for Athletes, Women's Health Personal Trainer, Men's Health Personal Trainer, Flat Belly Diet! Online, Abs Diet Online, South Beach Diet
- Web Producer for Prevention and Women's Health. Designed, coded and maintained websites, email promotions, newsletter and digital marketing ads



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SKILLS

Visual Design & Execution
Digital Asset Creation
Style Guides & Standards
Adaptive & Accessible Design
File Management & Organization
Quality Assurance
Brand Strategy & Messaging
UX/UI Design & Prototyping
User Research & Testing
User-Centered & Interaction Design
Wireframing
AI Tools & Applications
Collaborative Team Leadership
Empathy & Best Practices

TOOLS

Adobe Creative Suite
Figma
HTML/CSS/PHP
CMS: WordPress, Magento

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
BA, Commercial Art

Keystone College
AFA, Fine Arts