

TARA LOGSDON

taralogsdon.com | taramlogsdon@gmail.com

Creative with over 25 years of successful experience in multi platform design, identity/brand development and management. Looking to use my subhuman work ethic, innovative conceptual brain and unique skill set to become a productive part of an accomplished team.

SKILLS

- * STRONG CONCEPTUAL SKILLS
- * COLOR SPECIALIST / TETRACHROMAT
- * PHOTO RETOUCHING / IMAGE MANIPULATION
- * GRAPHIC DESIGN / ADOBE CREATIVE SUITE
- * LOGO DEVELOPMENT / BRANDING STRATEGIES
- * BRAND MANAGEMENT/MARKETING CAMPAIGNS
- * SOCIAL MEDIA / EMAIL CAMPAIGNS
- * PROJECT MANAGEMENT
- * INFORMATION ORGANIZATION
- * PROCESS IMPROVEMENT
- * PROBLEM RESOLUTION
- * SPACE PLANNING / BUILDING
- * INTERIOR DESIGN
- * UNIQUE OBJECT SOURCING

EXPERIENCE

SANTA FE MAGAZINE FESTIVAL_Santa Fe, NM

Senior Graphic Designer/Brand Manager February 2025 - Present

developed branding Identity for Inaugural festival - Including - web pages and banners, email blast template and imagery, social media campaign static and motion graphics and print promotional materials.

SCOTTSDALE FERRARI ART WEEK_Scottsdale AZ

Senior Graphic Designer/Brand Manager November 2024 - Present

developed multi-format ad campaign for Inaugural art + design fair. Including - print ads, web banners, email blast content and imagery, social media campaign static and motion graphics, signage and banners, exhibitor's and investor decks, venue floor plans and website.

PAPAGO MOTOR HOTEL_Scottsdale AZ

Creative Director / Brand Manager / Designer August 2023 - Present

developed identity and interior/exterior spaces of Motel. Including - branding elements - naming, logo creation, color palette, property signage, lobby interior build out - furniture, artwork and object sourcing, plantscaping, designed wall mural, rooms - created large scale wall art and sourced furnishings fire pit area - hardscaping and furnishing, cabana - structure design and furnishing, dog run - structure design and furnishings

MARTHA + MARY_Phoenix AZ

Studio Director September 2014 - Present

developed branding, design and content for multiple entities and properties. Including - concept development and graphic design of print collateral, deck proposals and property signage, environmental and interior design, website design/development and maintenance, social media development and maintenance, event coordination, property and contractor management, client relations and creation of art installations.

WELCOME HOSPITALITY_Phoenix AZ

Creative Director / Brand Manager September 2014 - Present

developed high-impact creative projects from concept to completion for five restaurant locations - Hai Noon, Hidden Gem, Welcome Diner (Phoenix AZ), Welcome Chicken and Donuts and Welcome Diner (Tucson AZ) - including brand identity, all marketing and print collateral, websites, merchandise, product packaging, interior design, art creation and artist collaboration, social media, proposals, pop up retail locations, event coordination and client relations.

STAVROS - BLUEPRINT CAPITAL_Scottsdale AZ

Creative Director/Brand Manager March 2022 - July 2022

developed concept and branding for a seven unit short term stay property including - graphic design of property entrance mural, interior design of rooms, exterior design of landscape, pergola and outdoor multi function patio, coordination and management of contractors.

ALOHA MOTEL_Chandler AZ

Creative Director / Brand Manager/ Designer August 2020 - May 2022

developed concept and branding for twenty- six unit motel property including - logo creation, color palette, graphic design of property signage and murals, interior design of rooms including creation of original artwork, exterior design of landscape and sculpture wall, coordination and management of contractors and opening event.

HOUSE OF INTUITION_Los Angeles, CA

Senior Graphic Designer July 2015 - August 2015

developed and designed packaging for self healing products - oils, bath bombs, tinctures, balms, candles, etc., created scheduled content designs for periodic updates to company website, designed 7-10 social media posts weekly to promote classes and service, developed in-store seasonal campaigns including display and visual merchandising.

please visit TARALOGSDON.COM for more work history and samples.

EDUCATION

Associates of Arts: Multimedia The Art Institute of Seattle - Seattle,WA 1997 * Minor in Curation