

# TARA LOGSDON

taralogsdon.com | taramlogsdon@gmail.com

Creative with over 25 years of successful experience in Art direction and multi-faceted design. Looking to use my subhuman work ethic, innovative conceptual brain and unique skill set to become a productive part of an accomplished team.

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## SKILLS

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

## EXPERIENCE

### SCOTTSDALE FERRARI ART WEEK\_Scottsdale AZ

Senior Graphic Designer 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, landscaping, 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 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 March 2022 - July 2022

developed concept for 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 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](http://TARALOGSDON.COM) for more work history and samples.

## EDUCATION

Associates of Arts: Multimedia

The Art Institute of Seattle - Seattle, WA 1997

\* Minor in Curation

# TARA LOGSDON

artist CV 2010 - present

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## 2024

"LEAGUE OF NATION" Installation Chaos Theory 24 - Legend City Studios \_ Phoenix AZ

## 2023

"FIRE BANGERS" Installation Chaos Theory 23 - Legend City Studios \_ Phoenix AZ

## 2022

"IMPOSSIBLE TRANSITIONS" Installation Chaos Theory 22 - Legend City Studios \_ Phoenix AZ

"NUDE BOWL" Maybe 2023 Will Be Better - The Compound \_ Tempe AZ

## 2021

"BEARING WAIT" Installation Chaos Theory 21 - Legend City Studios \_ Phoenix AZ

"THOUGHTS + BEARS" Prayer Flags \_ Desert Center CA

"TRANSEARENT" Installation Roadside Attraction - Artfarm, Monorchid \_ Phoenix AZ

## 2020

"EMBEARRASSED TO DEATH" memorial flower arrangement Roadside Attraction - Artfarm, Smoca \_ Phoenix AZ

"BEAR'S EYE" installation \_ Desert Center CA

"STAREBEAR" object + video - Eight Forty Six Project \_ Phoenix AZ

"GLAREBEAR II" Installation on sign structure - Roadside Attraction Practical Art, Artfarm \_ Phoenix AZ

"MERKABEAR" 12 year anniversary part 2 - Practical Art \_ Phoenix AZ

"GLAREBEAR" Installation on abandoned Sinclair Station \_ Desert Center CA

"BEARRISTER" 12 year anniversary - Practical Art \_ Phoenix AZ

"FORBEARANCE" Maybe 2020 Will Be Better - The Compound \_ Tempe AZ

## 2019

"BEARADIGM SHIFT" Installation Fruit Loop Immersive Art Entrance - MonOrchid \_ Phoenix AZ

"I BEARLY NOTICE ANYMORE" Installation Chaos Theory 20 - Legend City Studios \_ Phoenix AZ

"THOUGHTS + BEARS" Interactive Prayer Flag Workshop - Scottsdale Museum of Contemporary Art \_ Scottsdale AZ

"BEAR THE SOUL: DOUBLE RAINBOW CROWN CHAKRA" Maybe 2019 Will Be Better - The Compound \_ Tempe AZ

## 2018

"OVER A BEARREL: PROFITS BECOME PROPHETS" Installation Chaos Theory 19 - Legend City Studios \_ Phoenix AZ

"DESERT BEAROT" Solo Exhibition Bearmy x Naha Armady Tarot Deck Release - Phoenix General \_ Phoenix AZ

"BEAR HOPE" Survival: A Group Art Show to Benefit Puerto Rico \_ Phoenix AZ

"BRUINS" Maybe 2018 Will Be Better - The Compound \_ Tempe AZ

## 2017

"NO DARKING" Show It, Say It, Do It \_ Roosevelt Row / Grand Avenue Arts District Phoenix AZ

"BEARAL CACTUS" Mutant Piñata Show - Chartreuse \_ Grand Avenue Phoenix AZ

"BEAR-A-TONE" Installation Chaos Theory 18 - Legend City Studios \_ Phoenix AZ

"BEARING STRAIGHT" Solo Installation Yourland \_ Phoenix AZ

"BEAR ASS" Nasty Women Unite - Grand ArtHaus \_ Grand Avenue Phoenix AZ

"BEARESSANDRO" Crush Gala - Tucson Museum of Art \_ Tucson AZ

## 2016

"BEAR IN MIND" You're F\*#ked - The Compound \_ Tempe AZ

"BEAR THE SIGHT" Vinyl Circles - Grand Avenue Records \_ Grand Ave Phoenix AZ

"BEARRIERS" Installation Chaos Theory 17 - Legend City Studios \_ Phoenix AZ

"LOVE BEARING" Juried Dias de los Muertos Altar Exhibit - Burton Barr Central Library \_ Phoenix AZ

## 2015

"BEARY THE HATCHET" Installation Chaos Theory 16 - Legend City Studios \_ Phoenix, AZ

"SACRED BAROMETRY" Solo Exhibition House of Intuition \_ NELA Highland Park Los Angeles CA

"BEARIAL GROUND" Solo Exhibition- Frontal Lobe Gallery \_ Grand Avenue \_ Phoenix AZ

## 2014

"DIA DE LOS BEARTOS" Growop \_ Phoenix AZ

"FORBEARANCE" Chaos Theory 15 - Legend City Studios \_ Phoenix AZ

"I BEARLY GIVE A SCRAP" Grant Recipient/Solo Installation Hands-on Greater Phx/National Endowment for the Arts \_ Phoenix AZ

"BEARGINNINGS" Creative Mornings Phoenix / AIGA Talk \_ Phoenix AZ

"WHEEL BEARROW" The Lab \_ Grand Avenue Phoenix AZ

## 2013

"BEAR THE LIGHT" Chaos Theory 14 - Legend City Studios \_ Phoenix AZ

"URGENT BEAR CENTER" Pop up Solo Installation - The Grounds \_ Phoenix AZ

"UN BEAROT GRATIS" Bearmy x Naha Armady Tarot Deck Release- House of Intuition Sunset Blvd \_ Los Angeles CA

"BAIRBO" Bearmy x Ugldoll - Uglycon Giant Robot \_ Los Angeles CA

"BEAR WITNESS" 25 Years Downtown - Monorchid \_ Phoenix AZ

## 2012

"SETTLER'S BEARIEL" Maybe 2013 Will Be Better - The Compound \_ Tempe AZ

"EN BEARIO" Bearmy x Case of Bass - Chaos Theory 13 - Legend City Studios \_ Phoenix AZ

"FORT NIGHT" Bearmy x Big Boss Giant Robot Biennale \_ Japanese American National Museum Los Angeles CA

"TOTES" Bearmy x Caldwell - Not a Plastic Bag - Made Art Boutique \_ Phoenix AZ

"BEAR BONG" Good & Plenty Grant - Scottsdale Public Art \_ Scottsdale AZ

"CO-WALLIE BEAR" Community Mural Citigroup Handson Greater Phoenix and Roosevelt Row CDC \_ Phoenix AZ

## 2011

"ENTER THE 36 CHAMBEARS" Solo Exhibit - A.E. England Gallery Civic Space Park \_ Phoenix AZ

"CROSS TO BEAR" Installation Chaos Theory 12 Legend City Studios \_ Phoenix AZ

"BEARANESS" Plush You - Schmancy \_ Seattle WA

"BEARING DOWN" Triple 50 @ Badlands B&AB Projects \_ Brooklyn NY

"BEAR TRAP" Fashion Spread Java Magazine \_ Phoenix AZ

"RIGHT TO BEAR ARMS" Solo Exhibition - Artlink Heritage Square \_ Phoenix AZ

## 2010

"BEAR WITH US" Grant Recipient Solo Installation INFLUX Scottsdale Public Art \_ Scottsdale AZ

"BEARMY WANTS YOU" Solo Exhibition Phoenicia Association \_ Phoenix AZ

"BEARHEMIAN RHAPSODY" Indie Chic Market Herberger Institute for Design and Art \_ Tempe AZ

"BEAR MAIL" What's Next Lubero \_ Tokyo, Japan