T A R A L O G S D O N

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

THE SCENEST_Santa Fe, NM
Creative Director/Graphic Designer/Brand Manager January 2025 - Present
develop branding Identity, create and design weekly email campaign and social media graphics covering Santa Fe exhibitions, events and cultural community.

SANTA FE MAGAZINE FESTIVAL_Santa Fe, NM
Senior Graphic Designer/Brand Manager February 2025
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 international 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
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
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.

EDUCATION

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

T A R A L O G S D O N

artist CV 2010 - present

2026
"ARTIFICIAL INTELLIGENCE" Installation Chaos Theory 26 - Legend City Studios _ Phoenix AZ
"MERCURY IN CANCER" Installation LAST CALL FOR AMERICA - Free Parkind Space_ Los Angeles CA
"MEMBERS ONLY" Installation LAST CALL FOR AMERICA - Free Parkind Space_ Los Angeles CA

2025
"SCREEN TEST" Installation Chaos Theory 25 - Legend City Studios _ Phoenix AZ

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
"TRANSBEARENT" 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 Instillation 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 Theory12 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