

Tania Sosiak
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PROFILE

Interdisciplinary graphic designer with twenty years of experience in complete design process from concept to delivery. Skilled in Adobe Creative Suite, Axure and WordPress. Expert in brand development, design, UX/UI and content creator.

EDUCATION

UCLA	UX Design	2014
N.C. State University	M.I.D. - Industrial Design	1996
N.C. State University	Graduate Studies in Textile/Apparel Manufacturing	1993-94
Syracuse University	B.F.A. - Advertising Design	1988

EMPLOYMENT

Freelance Designer

Columbia, SC

1/03 - Present

- Design and develop conceptual diagrams, wireframes, detailed visual mockups, click-throughs, and prototypes for UX design
- Fluency in best practices for web-based information architecture and design, as well as strong knowledge of usability principles and techniques
- Expert in branding and identity, product development, packaging, visual collateral and web design
- Developed marketing and publicity strategy including press releases, media kits, fundraising collateral, and event planning
- Designed social media strategy for social media outposts such as Twitter, Facebook, Pinterest, Instagram and WordPress
- Fluency in best practices for web-based information architecture and design, as well as strong knowledge of usability principles and techniques
- Excellent proofreader

Associate Professor of Graphic Design and Social Media

8/03 - present

NEWBERRY COLLEGE – Newberry, SC

- Developed entire curriculum for new social media and graphic design major
- Fielded media interviews for new Social Media major including Huffington Post, USATODAY and NPR
- Taught varied courses including all levels of graphic and web design, branding, social media, mobile marketing and UX design

Creative Director

1/02 - 12/02

UNIVERSITY OF DALLAS – Irving, TX

- Oversaw all creative direction of all University collateral, alumni magazine, annual report, University web site and \$35 million capital campaign material.
- Instituted new protocols and graphic standards for the University
- Maintained all departmental budgets
- Hired and evaluated all departmental staff
- Instituted and developed internship program

Creative Director

4/00 - 12/01

TWO DOG STUDIOS – Dallas, TX

- Restructured departmental productivity flow and schedule
- Developed branding, identity, visual collateral, event planning, and photo shoots
- Developed a long-term plan of action to improve moral, productivity and retention

Creative Services Manager

10/98 - 4/00

UNIVERSITY OF DALLAS – Irving, TX

- Managed all university print production
- Oversaw all development of promotional and marquis collateral

Contract Art Director

2/98 - 10/98

BLANFORD AIKENS ADVERTISING AGENCY – Dallas, TX

- Created entire advertising campaigns.
- Repositioned companies in the marketplace using print, billboard, website, and direct mail.
- Launched new product to market through press releases, and marketing development
- Developed brand and identity through interpretation of demographic studies

Exhibit Designer

7/96 - 2/98

FREEMAN EXHIBIT COMPANY – Dallas, TX

- Designed custom trade show exhibits and corporate training facilities through CAD and 3-D drawing and rendering programs.
- Developed multimedia and marketing literature for corporate sales department.

Freelance Graphic and Industrial Designer

1/96 - 5/88

Designer – Raleigh, NC

- Designed housing for surgical sterilization unit used in operating rooms
- Designed corporate identity, graphics and packaging for microbrewery concept
- Created identity, menu design, and overall branding for new restaurant concept
- Sourced all manufacturing processes and costs

Research Scholar

5/93 - 1/94

[TC]² NATIONAL APPAREL RESEARCH CENTER – Cary, NC

- Participated in joint project with The National Labs to develop a fabric defect detection system
- Led seminars on manufacturing plant design, site planning and National Labs related project
- Conducted manufacturing time studies

SOFTWARE

Adobe Creative Cloud

Shuffle

Canva

Dall-E

WordPress

MailChimp

Microsoft Office

LANGUAGES

Ukrainian (fluent)