



n. 1, a graphic designer. 2, creative.  
-v.i. do original artwork: make original plan.  
3, the arrangement of details in a piece of art

**Kimberly A Tallarico**

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**SPECIALTIES** Graphic design, packaging, advertising, photography, magazine layout, branding, design & color trend research, art direction, wall graphics, multi-tasking multiple jobs, meeting project deadlines, consumer product design & production, working with large accounts such as Target and Walmart, creating/maintaining visual identity styles, and collaborating with coworkers and outside vendors to create the best in design

**COMPUTER SKILLS** InDesign, Illustrator, Photoshop, Microsoft Office Suite

**EMPLOYMENT Senior Designer, Ohio Education Association, Columbus OH (2018-Present)**

**Design 32-page and 48-page magazines:**

- 6 issues a year, distributed to 120,000 educators through out Ohio
- Communicating with the editor, photographers, editorial board, and printer
- Meeting with editorial board to inform about progress and development of next issue

**Working with 10 OEA departments to develop:**

- Flyers, logos, conference materials, direct mail, brochures, wall graphics, presentation graphics, maintaining visual identity style, PowerPoint presentations and banners

**OEA Educational Foundation and 175th Anniversary Gala events**

- Flyers, logos, letterhead, Invitation/thank you cards, wall graphics, PowerPoint presentations, banners, auction items, guided tour materials, worked with outside vendors for flowers, centerpieces, visual and audio

**Senior Designer, Carson-Dellosa Publishing, Columbus OH (2013-2018)**

Cover designs, logos, book layouts, sales materials, classroom decor, creative briefs, worked with editors, writers, freelancers to develop workbooks, mentoring/collaborating with designers, creating/maintaining visual identity styles, B2B marketing

**Package Designer, Creative Converting, Indianapolis IN (2010 - 2013)**

Design everyday/seasonal packaging lines, visual merchandising graphics, creative briefs, product development, logos and advertisements for varying channels of distribution, such as: dollar, mass, mass specialty, grocery, club and specialty

**Designer, Creative Converting, Indianapolis IN (2008 - 2010)**

Designed everyday/seasonal party goods, logos, advertisements, mentoring/collaborating with other designers, catalogs and product development for varying channels of distribution, such as: dollar, mass, mass specialty, grocery, club and specialty (B2B marketing)

**EDUCATION** Columbus College of Art Design, Columbus OH (2003-2007)  
Bachelor of Fine Arts in Advertising and Graphic Design