

Hi, I'm Tasha Lineau.

Art Director + Multidisciplinary Designer

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Professional Summary

Art director and multidisciplinary designer creating integrated campaigns, editorial experiences, and brand systems across beauty, retail, CPG, and financial services. Combines concept development and hands-on design with photo art direction, shoot planning, image selection, and retouching direction, carrying ideas from initial brief through final execution.

Skills

CREATIVE DIRECTION

Art Direction, Creative Strategy, Concept Development, Integrated Campaigns, Visual Storytelling, Photo Art Direction, Preproduction, Image Curation, Retouching Direction, Brand Systems

DESIGN + PRODUCTION

Editorial + Layout Design, Print + Digital Design, Brand Identity, Email, Social Media, Paid Media, Presentations, Video Editing, Motion Graphics, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe Express, Figma, Workfront, Microsoft PowerPoint

Professional Experience

PRUDENTIAL FINANCIAL | ART DIRECTOR, INTEGRATED MARKETING

September 2023–September 2026

- Led creative development across email, social, landing pages, paid media, events, presentations, print collateral, and short-form video for Prudential's Individual Retirement Strategies business.
- Developed a scalable print system across nine annuity products, strengthening product differentiation and information hierarchy across brochures, fact cards, rate sheets, posters, and supporting materials.
- Served as the sole designer on a seven-person agile pilot team, rapidly developing and refining creative for a program that increased first-time appointments by 27%.

MARS UNITED COMMERCE | ART DIRECTOR, CONTRACT

March 2025–September 2025

- Art directed integrated campaigns for five wellness brands within a commerce marketing agency, translating brand objectives and audience insights into cohesive creative across email, social, print, and in-store touchpoints.

- Partnered with copy, strategy, photography, and production to develop concepts and direct imagery from brief through delivery, including selects, shot recommendations, and retouching.

ULTA BEAUTY | SENIOR DESIGNER, PRINT + CAMPAIGN CREATIVE

August 2020–September 2023

- Owned design and art direction for up to 35% of monthly 40–60-page direct-mail issues, balancing editorial storytelling, product discovery, promotional priorities, and brand consistency.
- Developed campaign concepts, mood boards, and layouts while establishing visual hierarchy, color direction, pacing, and references for lighting, styling, and composition.
- Partnered with photographers, studio teams, copy, merchandising, and production throughout preproduction and photoshoots, directing image selection, cropping, layout integration, and retouching feedback.
- Guided two junior designers and established templates, workflows, and creative standards that maintained quality and consistency across high-volume campaigns during a period of significant team transition.

MALKA MEDIA | SENIOR DESIGNER

March 2020–August 2020

- Developed high-volume digital campaigns for beauty and lifestyle clients, including Clarisonic and Morphe, translating product features and brand stories across email, web, social, and video.
- Contributed post-shoot art direction through image selection, composition, layout, and retouching feedback while partnering with production teams, mentoring junior designers, and managing competing priorities in a fast-paced agency environment.

THE ESTÉE LAUDER COMPANIES | SENIOR DESIGNER, GLOBAL COMMUNICATIONS

October 2018–December 2019

- Co-led daily creative operations for Global Communications, translating leadership messaging into internal email, executive presentations, corporate campaigns, print collateral, and select brand-facing work.
- Owned video projects from storyboard through post-production, including editing, music selection, color grading, and motion graphics in After Effects and Premiere Pro.
- Partnered with leadership and cross-functional teams across multiple brands, training junior designers and maintaining consistency across high-visibility communications.

Education

ST. JOHN'S UNIVERSITY

Bachelor of Fine Arts, Graphic Design