

Q HELLO, MY NAME IS

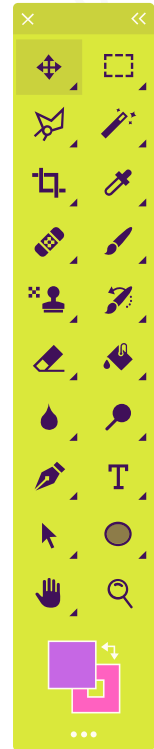
TASHA LINEAU

ART DIRECTOR

SENIOR DESIGNER

CREATIVE STRATEGIST

(347) 527-6821
hello@tashalineau.com
www.tashalineau.com



To whom it may concern,

As an experienced creative, I help guide the entire process from production to strategic art direction and design. With a commitment to artistic excellence, I effectively lead impactful marketing initiatives that help communicate brand messages and showcase products in captivating ways to consumers.

I believe that embodying purpose in my work hinges on authenticity. It's about infusing my values into every aspect of collaboration and storytelling, ensuring that my audience can connect with the sincerity behind my designs. By staying true to myself and my beliefs, I foster trust and deliver work that resonates deeply, ultimately making a meaningful impact that extends beyond aesthetics.

Currently, I serve as an Art Director at Prudential Financial where I focus on creating marketing solutions that seamlessly blend across traditional and digital platforms. I am committed to ensuring a harmonious and enduring brand presence, underscored by a distinctive and cohesive identity.

I'm driven by a genuine desire to keep growing, and I'm eager to find a new challenge where I can make the most of my abilities. I'm truly excited about the possibility of joining your team and bringing my own creativity into the mix. I genuinely believe that I can bring a fresh perspective and some valuable skills to the table, helping to elevate your projects in ways that exceed your expectations.

Thank you for your time and consideration.

Sincerely,
Tasha Lineau

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EXPERIENCE

ART DIRECTOR

Prudential Financial | Sept 2023—present

- Lead creative direction for retail advice and solutions, driving a 40% increase in first-time client appointments and maintaining engagement throughout the customer journey, resulting in 18% growth from the prior year.
- Spearhead innovative marketing solutions across traditional and digital platforms, ensuring consistent branding and user experience, while collaborating with cross-functional teams to manage campaigns from inception to completion.

SENIOR DESIGNER

Ulta Beauty | Aug 2020—Sept. 2023

- Fostered strategic partnerships with sales and merchandising departments, leveraging insights to drive the conceptualization and execution of impactful marketing solutions and deliverables.
- Provided hands-on guidance and mentorship to a diverse creative team, including photographers and copywriters, elevating the translation of intricate offers into visually captivating and user-friendly layouts for direct-to-mail collateral, resulting in heightened engagement and conversion rates.

DIGITAL DESIGNER

Freelance (Malka Media & L+R) | Jan 2020—Aug 2020

- Established design systems and delivered creative concepts, guiding teams to develop dynamic solutions, enforce visual guidelines, and ensure flawless execution, fostering strategic alignment and innovation.

SENIOR DESIGNER

Estée Lauder Companies | Oct 2018—Dec. 2019

- Played a pivotal role as a key resource in conceptualizing, directing, and producing diverse collateral materials, encompassing corporate identity, logos, advertisements, brochures, promotional materials, and sales aids.
- Delivered consistently impactful designs with precise messaging and compelling branding, ensuring alignment with strategic objectives and driving brand recognition and engagement.

DIGITAL DESIGNER

Freelance (Colgate-Palmolive & L'Oréal) | Jul 2018—Oct. 2018

- Collaborated with creative partners to execute cross-platform digital marketing campaigns, designing cohesive web assets, as well as email designs, digital banners, landing pages, and advertisements, ensuring brand consistency and optimal user experience.

PACKAGING GRAPHICS & DESIGN INTERN

Fisher-Price + Mattel, Inc | Jan 2018—May 2018

- Managed layout and packaging development for Thomas and Friends children's play sets across multiple product lines, overseeing mechanical file preparation for print production and coordinating the production and development of toy packaging samples.

EDUCATION

BACHELOR OF FINE ARTS

St. John's University | 2014-2018

- Focus in Graphic Design, Visual Communications and Photography

SKILLS

GRAPHIC DESIGN

Adobe CC (Photoshop, Illustrator, InDesign, and more), Art Direction, Concept Development, Branding Identity, Print/Digital Production, Layout Design, Image Editing and Retouching

UX | UI DESIGN

Figma, Principle, UX Research and Analysis, UI Visual Design, CX, Wireframing, Prototyping, and Interaction Design

MOTION GRAPHICS & VIDEO EDITING PRODUCTION

Adobe Premiere Pro, Final Cut Pro X, Adobe After Effects, Lightroom, and Product Photography

CONTACT

Phone: (347) 527-6821

Email: hello@tashalineau.com

Website: www.tashalineau.com

LinkedIn: Tasha Lineau