

TASHA LINEAU

A R T D I R E C T O R

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EXPERIENCE

SENIOR DESIGNER → ART DIRECTOR, INTEGRATED MARKETING

Prudential Financial \ Sep. 2023–present

- Lead integrated creative across print and digital channels, partnering with strategists, copywriters, financial advisors, and stakeholders to translate complex financial concepts into clear, customer-centered communications.
- Developed a scalable visual system that improved product differentiation for financial advisors through clearer color and information hierarchy across brochures, rate sheets, posters, folders, and fact cards.

ART DIRECTOR

Mars United Commerce \ Mar. 2025–Sep. 2025

- Art directed integrated campaigns across five wellness brands, translating brand objectives and franchisee insights into cohesive email, social, print, and in-store experiences across the customer journey.
- Partnered across copy, marketing, photography, and production to shape visual storytelling, directing image selection, cropping, shot recommendations, and retouching through final campaign delivery.

SENIOR DESIGNER, PRINT + CAMPAIGN CREATIVE

Ulta Beauty \ Aug. 2020–Sep. 2023

- Owned design and art direction for up to 40% of monthly direct-mail issues, developing concepts and mood boards through pre-production, photography, image selection, and final retouching.
- Helped establish scalable workflows, templates, and creative standards following a major team reduction, training incoming designers while maintaining continuity and quality across high-volume campaigns.

SENIOR DESIGNER, GLOBAL COMMUNICATIONS

The Estée Lauder Companies \ Oct. 2018–Dec. 2019

- Co-led daily creative operations for Global Communications, delivering internal and select brand-facing work across email, presentations, corporate campaigns, and print while training junior designers.
- Independently owned video projects from storyboarding through post-production, including raw-footage editing, music selection, color grading, and motion graphics in After Effects and Premiere Pro.

SKILLS

CREATIVE DIRECTION

Integrated Campaigns, Brand Systems, Concept Development, Visual Storytelling, Creative Strategy

DESIGN + PRODUCTION

Graphic Design, Digital Design, Photo Art Direction, Image Curation + Selects, Adobe Creative Cloud, Figma

EDUCATION

BACHELOR OF FINE ARTS, GRAPHIC DESIGN

St. John's University, 2018