

# Lara K. Tamalunas

1931 Madison Avenue | San Diego, CA 92116 | (619) 302-0988 | lara@laratdesign.com | www.laratdesign.com

## QUALIFICATIONS

Highly creative and multi-talented designer with extensive experience in print and electronic media

## DESIGN SKILLS

Provide innovative and proactive approaches to design challenges

Work effectively with clients, production teams and vendors to meet tight deadlines in high-pressure environments

Able to handle multiple projects from concept to completion while managing shifting priorities

Excellent knowledge of 4-color and spot color print and production process

Extensive concept, design, page layout, illustration and HTML skills

Experience in Adobe CS3 - 5, Quark, Dreamweaver, CorelDraw, Microsoft Office

Proficient in both PC and MAC environments

## WORK EXPERIENCE

### Lara T. Design

#### Creative Artist, January 2008 – present

Collaborate with clients to evaluate and solve design needs

Develop identity packages, that include logos and color palettes that reinforce brand expression

Concept and design promotional and sales materials — including ads, brochures, postcards and specialty items

Create a variety of illustrations and oil paintings for events

### Chef Works, Poway, CA

#### Graphic Designer/Illustrator, January 2008 – May 2009; October 2009 – present

Illustrated products for development from concept to final design

Created tech packs for quality control and specification requirements

Designed retail packaging including labels, boxes, poly-bags, and hang tags

Incorporated brand development in all phases of design for both corporate and individual product lines

Supported sales with marketing materials, postcards, flyers, promotions, trade show and point-of-purchase displays

Worked on retail catalog and specialty booklets

### XCU Capital Corporation, Inc., Carlsbad, CA

#### Art and Design Coordinator, November 2005 – September 2007

Reviewed all marketing projects for artistic consideration

Oversaw design and assisted marketing staff

Researched new marketing/advertising possibilities

Maintained overall brand of business development

#### Coordinator Business Development and Web Services, November 2004 – November 2005

Developed and supported overall marketing strategy for business development

Published regular advertisements in industry publications and coordinated mass mailings

Produced full range of marketing materials for business development usage

Managed all aspects of corporate website and coordinated with 3rd party vendors for additional online services

#### Senior Graphic Designer, 2003 – November 2004

Coordinated, designed, and produced marketing collateral as a cohesive set for investment program

Designed and maintained company website including numerous investment services sites

#### Marketing Specialist, 2001 – 2003

Established customer relations with Financial Consultants, credit unions, and 3rd party vendors

Prepared marketing materials based on client needs

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## EDUCATION & EXHIBITS

### San Diego State University. San Diego, CA

Bachelor of Arts degree in Graphic Design, 2001

### Individual & Group Art Shows: Exhibiting Personal Oil Paintings in San Diego, CA

August 2009 :: Artwork of Lara Tamalunas :: Serra Mesa Library

April 2008 :: Hello, I Love You :: Junc Boutique & Gallery

March 2008 :: Swank :: Bamboo Lounge

September 2007 :: 50/50 :: Benefit at Planet Rooth Gallery

June 2007 :: Humanation :: Bluefoot Bar & Lounge

March 2007 :: Black & White :: Chiropractique

February 2007 :: Resurrection :: Zedism Gallery

December 2006 :: Goodbye 2006 :: Rubber Rose Gallery

September 2006 :: Delicious :: Wine & Culinary Arts Center

August 2004 :: Artwork of Lara Tamalunas :: The Transfer Station

## REFERENCES

Available on request