

WORK EXPERIENCE

ADPRO

Graphic Designer (February 2022–present)

Colorado Springs, CO

- Design print and digital graphics for local, regional, and national clients in various industries
- Effectively communicate and execute marketing objectives while maintaining proper visual representation of client's brands
- Communicate and multi-task effectively across departments while meeting daily deadlines on assigned projects
- Assist with creative strategy, brand identity, and graphic implementation
- Stay abreast of graphic design best practices, trends, and advances

DIRECTORATE OF FAMILY AND MORALE, WELFARE AND RECREATION

Lead Interactive Media Specialist (November 2019–February 2022)

Marketing Specialist (June–November 2019)

Artist Illustrator (February–June 2019)

Fort Carson, CO

- Design and write creative copy for promotional graphics, campaigns, and marketing strategies driving engagement and increasing awareness for numerous programs, facilities, and resources available to Active Duty and Retired Soldiers and their Families.
- Create and manage social media and website content (paid ads, web banners, and SEO writing) that engages the community to generate predictions for participation and gauge interest in events and programs.
- Ideate and present innovative marketing strategies to stakeholders based on customer surveys, social media insights, and web analytic data.
- Empower staff autonomy and improve efficiency by creating templates for repetitive tasks and frequently requested information.

NATIONAL PARK SERVICE + POUFRE HERITAGE ALLIANCE

Graphic Design Consultant (December 2018–March 2019)

Graphic Design Intern (September–December 2018)

Fort Collins, CO

- Designed graphics and wrote creative copy for the national heritage website and social media, printed promotional materials and annual reports to inform and inspire the local community to engage with their local resources and attend informational Pub Talks and the annual fundraiser the Poudre Pour.
- Redesigned website navigation bar based on web analytics to optimize information organization for users.

WASHINGTON ATHLETIC CLUB

Design Intern (February 2017–August 2018)

Seattle, WA

- Created and managed graphic assets for the Membership and Marketing team across print and digital platforms for a bi-monthly published magazine, program and special event calendars, annual reports, awards, menus, environmental installations, and weekly email campaigns.

IAN TARUC

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SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Bridge
- Adobe XD
- HTML/CSS principles
- Microsoft Office
- Familiarity with Chrome Developer Tools
- UI/UX Design Fundamentals

ORGANIZATIONS

American Institute of Graphic Arts (AIGA)

May 2016–Present

VOLUNTEER

UpaDowna

October 2020–Present

Washington Trails Association

Oct 2017–August 2018

Washington Special Olympics

May 2017–August 2018

REFERENCES

Available upon request