

TANYA BARBER

GRAPHIC DESIGNER | DESIGN MANAGER

CONTACT ME



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tanyabarber.com

ABOUT ME

With established professional careers in both graphic design and live theatre, my design aesthetic and creative style are grounded in great storytelling. Whether I am designing a poster or managing a marketing campaign, I am passionate about maintaining the creativity and structure of every project. It excites me to take on design challenges with a team of talented people.

EDUCATION

2010 - Master of Arts - Theatre
University of Missouri - Kansas City

**2003 - Bachelor of Arts -
Graphic Design**
University of Missouri - Kansas City

2001 - Associate of Arts -
*Maple Woods Community College -
Kansas City, MO*

PROFICIENCY

Adobe CC: Illustrator, Photoshop, InDesign, Microsoft Office, 365, Sharepoint, Slack, Asana (project management), Procreate, Adobe Premiere, basic HTML, Wordpress, Comfortable on PC and MAC

CAREER EXPERIENCE

Creative Design Manager

Taproot Theatre, Seattle, WA

2017 – 2023

- Evolved the aesthetics of Taproot's brand to communicate the personality and mission of the theatre.
- Interpreted creative briefs, turning them into compelling visual campaigns that achieved sales goals.
- Maintained brand continuity across multiple departments.
- Solely responsible for design, layout and production of all marketing and development print and digital materials.
- Organized the marketing department's annual calendar.
- Project managed the schedule for design work and print/digital delivery for multiple departments.
- Lead a company-wide discussion about and co-wrote a new mission statement for the Taproot Theatre Company.
- Designed the 40th anniversary logo and the 45th anniversary logo refresh.
- Contributed to the re-design and UX planning and maintenance of Taproot's website.
- Managed multiple projects at a time, tracking corrections and approvals to deliver on-time.
- Organized and managed design assets and collateral for multiple departments.
- Ensured compliance to license requirements for marketing assets and designs.
- Photographed events and productions for marketing use and for the press.
- Art directed photo shoots.
- Edited and produced videos for various campaigns and social media.
- Continuously examined design trends to maintain a fresh design perspective and stay relevant to the theatre industry and the Seattle theatre community specifically.

Creative Marketing Specialist

Taproot Theatre, Seattle, WA

2011 – 2017

- Worked closely with the Marketing Director to establish a visual identity for the theatre.
- Created a consistent aesthetic for all print and digital designs marketing the theatre's productions and services.
- Responsible for and executed well all graphic design work for the theatre, including multiple in-house departments.
- Designed season brochures, posters, and direct mail for mainstage productions.
- Nurtured vendor/printer relationships.
- Prepared all files for pre-press and print production.
- Maintained website.
- Created social media content.
- Updated design layout for the printed Encore program.
- Created logo designs and identity packages for the theatre.
- Incorporated dynamic typography into all designs.

Freelance Graphic Designer

2003 – Present

My work as a freelance designer has been for individuals, theatre companies, non-profits, musicians and more. My first step in the design process is always to interview the client in order understand their needs and the scope of the project. We write out a creative brief, create a schedule, and get started. Types of projects include:

- Theatre posters
- Logos
- Identity packages
- Wedding invitations
- Brochures
- Album covers
- Graphic illustrations
- Photo editing
- Advertisements
- T-Shirt designs

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STRENGTHS

- **Big picture thinking** - seeing the whole and the parts, creating and managing deadlines, setting priorities
- **Effective verbal and written communication** - reflective listening, seeking to understand first, clear presentation of ideas
- **Enthusiastic and hardworking** - team player, adaptable personality, effective management of resources
- **Synthesis of ideas** - turning abstract concepts into concrete designs, distilling a message to its essence, keeping stakeholder interests and preferences at the forefront of a design
- **Precise design execution** - creating consistent visual vocabulary, maintaining brand continuity, paying attention to visual hierarchy, exploring current design trends

INTERESTS

Theatre: acting and directing
Digital illustration and surface design
Social justice/ EDI
Yoga
Watercolor painting
Houseplants and gardening
Podcast listening

CAREER EXPERIENCE

Program Director 2008 – 2010
HEART Theatre Company, Kansas City

- Developed curriculum for and taught K-12 acting classes.
- Managed a team of parents and student volunteers for set construction, ticket sales, venue rental, and much more.
- Planned events and fundraising efforts.
- Directed a production of Shakespeare's *Much Ado About Nothing* - cast the vision for the theme and style of the production, lead a team of designers for the costume, set, and lighting designs.

Academic Advisor 2007 – 2010
University Missouri - Kansas City

- Audited individual student records to ensure graduation requirements were fulfilled.
- Coordinated with the registrar's office to give student graduation approvals.
- Communicated with departments' faculty advisors about course requirements.
- Informed students of their graduation status.
- Met with students to assess their hopes and aspirations to help them choose degree paths and courses to fulfill degree requirements.
- Directed students to resources provided by the university for career development or academic assistance.
- Assessed transfer student transcripts for course equivalencies.
- Served on committees within the advising office to help improve student experience.

Graphic Design Assistant/Marketing Coordinator 2003 – 2006
ProAct Marketing, Kansas City

- Assisted GM parts managers in using direct mail marketing system to advertise to auto shops.
- Designed layout of client newsletters.
- Lightbox photography and photo editing of auto parts for print and web use.
- Created photo mock-ups for CARSTAR locations to upgrade to new branding standards.
- Market research data collection.
- Other administrative office tasks as assigned.

References available upon request.