



TAYLOR TARADASH

I'm a graphic designer with over 2 years of professional experience in marketing and branding for consumer packaged goods using both digital and print design. I bring creative ways of problem solving, my own stylistic approach that comes from my personal work, and the ability to adapt to different styles.



EDUCATION

CHAPMAN UNIVERSITY

August 2016–May 2020 | Orange, CA

B.F.A Graphic Design, Minor Psychology

GPA: 3.7 / Provost's List: Fall 2016, Fall 2017

Awards: Graphic Design Departmental Honors, 2020

STUDIO ARTS COLLEGE INTERNATIONAL (SACI)

August 2018–December 2018 | Florence, Italy

- Study abroad semester
- **Classes taken:** B&W Film Photography, Digital Multimedia, Jewelry Making, 19th Century Art History, and Modern Art History
- Assisted Dr. Shira Klein at Chapman University with research for her book by working with the archivist at L'archivio della Comunità Ebraica di Firenze (The Jewish Archives of Florence)

WORK EXPERIENCE

GRAPHIC DESIGNER AT ELIQS

Oct 2021–Dec 2022 | Gardena, CA

- Ideate and design branding projects, in house materials, sales materials, social media content, and packaging and other tasks as assigned by the creative director
- Assist in asset creation for the new website
- Use Blender to create 3D renderings of cans
- Design branded decks, one pagers, and catalogs
- Design packaging graphics and unboxing experience
- Create motion graphics for gifs using Photoshop and After Effects
- Design emails for promotional products, consumers, and partnership brands
- Manage Eliqs and DIZZY IG account: Design posts, plan and schedule grid, write captions, design stories, repost UGC, and monitor analytics

GRAPHIC DESIGNER AT MEZCAL EL SILENCIO

Mar 2020–Aug 2021 | Santa Monica, CA

- Assist marketing and creative department in the creation of print and digital materials to promote the mezcal product
- Assist in the creation, branding, and marketing of El Silencio Holdings' new product launch, Tequila Dahlia Cristalino

GRAPHIC DESIGN ASSISTANT AT AWP PRINTING

Jan 2018– Jan 2021 | Anaheim Hills, CA

- Assisted senior designer/owner on print and digital design projects for small businesses, schools, and churches
- Created e-news campaigns using Constant Contact

SMALL BUSINESS VENTURES & FREELANCE WORK

March 2017–present

- **Etsy:** Set up small business selling art prints and stickers
- **Freelance work:** Designed merch for Pietra and projects for clients

SKILLS

- Graphic Design
- Typography
- Branding
- Photo Editing
- Social Media

TOOLS

PROFICIENT IN:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign

SOME KNOWLEDGE OF:

Blender 3D, Adobe Premiere, Adobe AfterEffects

ADDITIONAL TOOLS/PLATFORMS

Email: Klaviyo, Autopilot, Mailchimp, Constant Contact

Google Suite: Docs, Slides, Sheets, Forms

Presentations: Keynote, Google Slides, Powerpoint

Web/UX/UI: Squarespace, Wix, Adobe XD

Social: Instagram, Pinterest, TikTok
