TARAH HAGAN

636·373·2422
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www.tlh-collective.com

MY PROFILE

Graphic Designer with seven years of experience in branding, digital marketing, and multimedia design. Passionate about storytelling through visuals, collaborating across teams, and refining brand identities. Also a kickboxer, gamer, and concert-goer who thrives on creativity, strategy, and high-energy challenges.

EDUCATION

2021 - 2023
Master of Science - Digital Marketing
Lindenwood University

2016 - 2018
Bachelor of Art - Graphic Design
Lindenwood University

2010 - 2013
Associate of Art - General Education
St. Charles Community College

SOFTWARE

Ai Ae Id Ps Xd

Proficient in Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe After Effects, Adobe XD, Figma, WordPress, HTML, and CSS.

LINKS

www.tlh-collective.com
www.linkedin.com/in/tarah-hagan/

WORK EXPERIENCE

JULY 2025 – ONGOING
Graphic Designer
Vault Comics (Part Time - Contract)

- Collaborated with the Print and Design team to conceptualize and execute high-impact digital marketing assets that drove brand engagement.
- Delivered dynamic advertising campaigns for comic book distributors, consistently delivering high-quality work under tight production deadlines.
- Created custom motion graphics tailored for multi-channel ad campaigns, enhancing video content for social media and digital platforms.

JAN 2025 – AUG 2025
Associate Design Director
UNCOMN (Full Time - Contract)

- Elevated UNCOMN's visual identity by standardizing brand assets across digital and print media, ensuring consistency in all materials while providing art direction for all creative outputs.
- Developed mission-focused graphics, including client presentations, technical infographics, and architecture frameworks to communicate complex concepts clearly.
- Updated iconography to streamline workflows and support future projects.
- Strengthened digital presence by redesigning WordPress landing pages using Elementor, HTML, CSS, enhancing brand cohesion and user engagement.

FEB 2024 – SEP 2024
Graphic Designer
Student Transportation of America

- Collaborated closely with the social media and marketing managers to ensure consistency in the company's brand and identity across all digital and print platforms.
- Assisted in creating and maintaining brand standards for typography, color systems, and visual assets across parent company and sub-brands.
- Produced high-impact marketing collateral including infographics, cross-platform guides, promotional merchandise, and social media graphics to enhance audience engagement.
- Managed the quality, quantity, and performance of social media content.
- Maintained brand relevance by continuously integrating industry trends and innovative visual storytelling techniques.

CERTIFICATIONS

Figma Essential Training: The Basics
2023

Adobe XD UI/UX Design Essentials
2023

Marketing Tools: Digital Marketing
2020

Social Media Marketing: Strategy & Optimization
2020

HONORS & AWARDS

Invited and accepted into Alpha Chi National College Honor Society
2021

Received Dean's List Academic Award
2016, 2017, 2018, 2021, 2022, 2023

Lindy Award from Lindenwood University for *Best Printed Art*
2017

SKILLS

PROFESSIONAL

- Project Management
- Creativity
- Accountability
- Reliability
- Ambition
- Tenacity
- Organization

TECHNICAL

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Adobe XD
- Adobe Acrobat
- Figma
- Canva
- Microsoft PowerPoint
- Microsoft Word
- WordPress

WORK EXPERIENCE (CONT.)

APR 2022 – FEB 2024

Graphic Designer & Marketing Coordinator

Perficient

- Collaborate closely with the creative team to ensure alignment with the company's brand identity and objectives.
- Designed Perficient's first Community Impact and Employee Engagement handbooks, establishing new standards for corporate reporting.
- Produced visually compelling marketing materials including PowerPoint presentations, online ads, trade show displays, digital guides, and infographics that effectively communicated key messages.

DEC 2019 – APR 2022

Graphic Designer & Social Media Manager

Sandhill Counseling & Consultation

- Established and implemented new brand standards to ensure consistency across all marketing materials and campaigns.
- Collaborated with marketing leadership to refine brand aesthetics and strengthen audience emotional connections through targeted visual storytelling.
- Developed and executed strategic campaign proposals, crafting compelling visuals for digital, print, and multimedia, including infographics, brochures, apparel, and social media content.
- Created engaging social media content aligned with brand voice and marketing goals. Optimized strategies using Sprout Social and MailChimp analytics to drive data-informed improvements.
- Revamped the website to improve modern aesthetics and accessibility using HTML and CSS, ensuring full alignment with established brand standards.

DEC 2018 – DEC 2019

Graphic Designer

Mark's Quick Printing

- Translated client visions into impactful designs by delivering tailored marketing collateral including posters, brochures, banners, and business cards that aligned with strategic objectives.
- Cultivated trusted partnerships through end-to-end project guidance from concept to final delivery, consistently exceeding brand and deadline expectations.
- Oversaw final design execution with attention to precision, brand compliance, and technical requirements.

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