

tabia clinkscales

senior graphic designer/art director

contact

678.596.1351 

tabiaclinkscales@gmail.com 

Greater Atlanta Area 

[My Portfolio](#) 

[LinkedIn](#) 

education

The Art Institute of Atlanta

Atlanta, GA

Graphic/Web Design

4.0 GPA

2015

North Carolina A & T

State University

Greensboro, NC

Industrial Engineering

Coursework (3 years)

technical proficiencies

Illustrator

InDesign

Photoshop

After Effects

Dreamweaver

Adobe XD

Figma

HTML/CSS

Creative and passionate art director and graphic designer with 9+ years of hands-on success with B2C and B2B marketing. Known for in-depth grasp and superlative management of the entire creative design process, from conceptualization to delivery. Accustomed to collaborating with creative, marketing and production teams on branding and promotional campaigns involving both print and digital media.

- Brand innovation
- Team leadership/mentoring
- Full-cycle creative design
- Cross-functional teamwork
- Client relationship management
- UX design
- Post-production
- Proficient in Adobe Creative Cloud
- Strategic marketing systems

career experience

Senior Graphic Designer, Insight Global, Atlanta, Ga

4/2022 - Present

- Managed a team of junior designers, providing guidance, direction, and feedback to elevate design skills and contributions
- Led the development of creative and impactful design solutions across a range of mediums, including print, digital, and environmental graphics
- Conceptualized and branded company divisions, contributing to the overall success of the company's marketing and expansion efforts
- Collaborated with cross-functional teams, including marketing, product, and sales, to understand business objectives and deliver design solutions that meet those objectives

Contract Senior Graphic Designer, UPS, Atlanta, Ga

11/2023 - Present

- Worked closely with Creative Director and VP of Creative, consistently contributing to the evolution of visual identity across all channels
- Updated and maintained design and brand standards throughout collateral, including brand and style guides
- Played a key role in the development and launch of promotional strategies and collateral design pieces, revitalizing client products.
- Collaborated with media and marketing teams to produce assets for packaging, events, banners, environmental graphics, and various business collateral

Motion/Graphic Designer III, LTK (formerly RewardStyle), Dallas, TX

4/2021 - 4/2022

- Worked collaboratively with the UX design team on site design updates, brand experiences and campaign integration
- Conceptualized and built new and innovative online marketing campaigns and brand initiatives that gave a distinct advantage over competition and resonated with customer base
- Extended and evolved visual identity consistently across all channels (e.g. website, app, email, etc.)
- Collaborated with Creative Director and VP of Creative consistently and mentored team of designers
- Updated and maintained design and brand standards throughout all collateral, including the brand and style guides

Senior Graphic Designer, Keune Haircosmetics, Lawrenceville, GA 3/2019 to 6/2020 – (Due to Covid-19)

- Oversaw production design, all print and web collateral, packaging, trade show booths and displays, store signage and print advertising for a global brand
- Revamped in-house creative process to standardize corporate and product brand identity across all media platforms and to ensure delivery of high-value assets
- Planned and executed print and web designs in direct collaboration with clients
- Communicated with clients, printers, and servers to meet needs and deadlines

Art Director, PurseN, Atlanta, GA

9/2018 to 3/2019

- Coordinated work of three-member creative, marketing and production design team with respect to campaign purpose, market approach, style, technique, objective and related production factors
- Revitalized client products through development and launch of promotional strategies and collateral design pieces
- Conceptualized brand campaigns and strategies and worked regularly with creative agencies
- Improved inter-departmental productivity by establishing new internal procedural guidelines

Contract Graphic Designer, Self Employed, New York, NY

7/2017 to 9/2018

- Spearheaded design of thematic graphic content for online shopping platforms
- Collaborated with product photographer to ensure highest quality display and lighting for graphic layout purposes
- Juggled as many as five projects or tasks simultaneously while meeting weekly deadlines

Media Graphics Lead, Impact, Atlanta, GA

3/2016 to 3/2017

- Orchestrated 10-member team on full-cycle graphic design projects
- Consulted and liaised with clients from project conceptualization through completion to create vision, envisage designs, and ensure complete satisfaction
- Increased attendance by 14% through design of a strategic marketing campaign
- Produced graphics for billboards, flyers, banners, apparel, and business collateral

Contract Graphic Designer, Self Employed, Atlanta, GA

2/2015 to 10/2015

- Designed flyers, social media posts, logos, and signage for music performances and events
- Created web ads for Pandora, LinkedIn, and other web platforms