




Tara Dawn Pomeroy

Graphic Designer

Contact

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 Calgary, Alberta

Skills

Photo Editing



Digital Art



Logo Design/Brand Guides



Website Design



Video Editing



Advertisements



Figma



Hobbies



Experience

Graphic Designer

Freelance work 2012 - Present

My Graphic Design experience includes enhancing and restoring photos, designing advertisements, and editing pictures. My work stands out because I draw over my projects creating more detail and making them perfect for print and web

I have created vector Logo Designs for individuals and companies, ranging from food cuisine to vacation hot spots, sports and yoga equipment, gaming, beauty products, and pet products

Using Color Theory, Typography, and knowledge of Layouts I have experience creating Branding Guides, Pamphlets, Menus, and Magazines. All of these export in the appropriate file formats for specified for the client for print and web

I am proficient in Video Editing, Special Effects, Sound Editing, Kinetic Typography, Chromakeying, and Rotoscoping. I have used these skills to animate logos, create unique commercials, and to animate digital artwork

I have posted advertisements and started campaigns on various social media for clients including Instagram, Facebook, Twitter, Google, Reddit, and YouTube

I have created application prototypes using Adobe XD for UX/UI in a format that will communicate with software engineers to be inviting and User Friendly

Working with clients while freelancing has given me communication skills to create what they want and solve problems. Working in teams with Graphic Designers has given me skills in taking and receiving constructive criticism as well as knowledge in Figma

Some of my side work includes building websites using WIX, basic coding, HTML 5, CSS 3, and some JavaScript. Posting ads online, SEM, SEO, google analytics, creating profiles for clients

Researcher

University of Calgary 2012 -2015

My Honours thesis was published in 2014 and I was able to present it across North America

Graphic Design Education

Graphic Design Technology with Honours

CDI College 2019 - 2020

I studied Adobe applications (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, AfterEffects, Acrobat, Bridge), color theory, design fundamentals, typography, layout, and social media marketing

Additional Graphic Design Courses

Udemy

Adobe **Premiere Pro** CC - Essentials Training Course, **Character Art School**: Complete Character Drawing Course, **ProCreate** Essentials - The Ultimate Guide, Ultimate **Web Designer & Web Developer** Course for 2021, Adobe **Illustrator** CC - Essentials Training Course, **ProCreate** Masterclass: How to Draw and Paint on iPad Course, Adobe **Illustrator** CC - Advanced Training Course, Adobe **InDesign** CC - Essentials Training Course, Adobe **InDesign** CC - Advanced Training Course, Adobe **Photoshop** CC - Essentials Training Course, Adobe **Photoshop** CC - Advanced Training Course, **After Effects** CC Masterclass: Complete After Effects Course, **Adobe XD** UI/UX Design, prototype, and handoff from scratch, Learn **Figma** - UI/UX Design Essential Training, **After Effects** - Motion Graphics and Data Visualization, **Blender** Character Creator v2.0, **Sketch** from A to Z (2021): Become an app designer

Other Relevant Education

Psychology Degree with Honours

University of Calgary 2007 - 2012

My concentrations in psychology were in child psychology, behavioural management, psychopharmacology, circadian rhythms, and sleep deprivation. This degree has been extremely helpful in design compositions and understanding what would make amazing advertisements

Bachelors of Science Degree with Distinction

University of Calgary 2002 - 2012

My major concentration was in chemistry and my minor concentration was in Biology

Publication

Phase delays to light and gastric-releasing peptide require the protein kinase A pathway
Jan 24, 2014, **Neuroscience Letters**

Drawing Set I

University of Calgary 2006

Studied techniques for still life, portraiture, 3D art, lighting, texture, and worked with models