



TANYA OPILAN

ART DIRECTOR

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As a designer, I'm all about thoughtful ideas and creating beautiful designs that inspire action. Seeing the companies and teams I work with succeed is the best part.

RECENT EXPERIENCE

Digital Art Director

Talbots

Nov 2021 - Present

- Designing and producing emails, promotional banners, eNewsletters and homepage assets.
- Transforming briefs into beautiful designs and presenting to the relevant partners.
- Working with the graphic production and web developing teams to oversee the smooth implementation of new content.

Freelance Graphic Designer

Apr 2015 - Jan 2016 / Sep 2019 - Oct 2021

Senior Digital Designer

CSS Industries

Feb 2016 - Aug 2019

- Designed emails, landing pages, banners, web assets and PDF lookbooks for clothing pattern brands; McCall's, Vogue Patterns, Butterick, Kwik Sew.
- Delivered effective campaigns for social media channels.
- Created conceptual imagery for homepages and emails and retouched/composited images when needed.
- Occasional designed print marketing materials as needed.
- Trained new hires and junior-level colleagues.

Email Designer (Fashion and Beauty)

QVC

May 2014 - Mar 2015

- Designed email campaigns that met marketing objectives.
- Edited product shots, retouched and matched on different backgrounds.
- Applied corporate branding to ensure the work met the company's guidelines.
- Worked closely with developers to keep coding clean



SKILLS

- Graphic Design Proficiency
- Photographic vision
- Conceptual Thinking
- Strategic Ideation
- Image Editing
- Problem-Solving
- Leadership/Mentorship
- Teamwork/Collaboration
- Adaptation to Industry Trends

INTERESTS

- Lifelong learning
- Independent magazines
- Cats

EDUCATION

Fashion Institute of Technology (FIT), NYC

Continuing Education
(Computer Graphics)

Thammasat University, Bangkok, Thailand

Bachelor of Arts
(Advertising)