

# Tanisha M S

## Graphic Designer

### @ CONTACT

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📍 Denver, CO

🌐 [LinkedIn](#)

### 🎓 EDUCATION

B.F.A.

Visual Arts

**University of Chicago**

📅 2016 - 2020

📍 Chicago, IL

### ★ SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Adobe Premiere Pro
- Facebook / Instagram / TikTok
- HTML / CSS
- Microsoft Word / PowerPoint

### 👤 WORK EXPERIENCE

#### Graphic Designer

##### Mozilla

📅 2023 - current 📍 Denver, CO

- Worked with editorial, product marketing, social, and creative teams to design marketing video assets, which improved ad performance by 19%
- Created graphic design standards for motion graphic assets, which improved brand consistency for six teams
- Integrated music, voice-over, and sound effects to enhance video content, facilitating a 57% rise in content shareability
- **Designed over 124 static and video assets**, utilizing different styles and approaches, nearly all of which were included in public campaign efforts
- Organized a cross-functional workshop on the importance of visual design in UI, expanding collaboration projects

#### Junior Graphic Designer

##### Carta Healthcare

📅 2021 - 2023 📍 Austin, TX

- Collaborated with Marketing, PR, and Social Media teams to design graphics, boosting social engagement by 32%
- Used HTML and CSS to create a high-fidelity mockup, highlighting custom graphics for a product before its launch to 412 hospitals
- Developed original graphics for use in a public health campaign, which reached over 80,664 community members
- Mentored and instructed a small team of six, including junior designers and videographers
- Implemented an A/B testing framework for digital ads, which **slashed cost per acquisition by 18%**

#### Graphic Design Intern

##### Emanate

📅 2020 - 2021 📍 San Francisco, CA

- Built concepts and designs for 17 clients, including consumer products, electronics, and enterprise technology, utilizing Adobe Photoshop and Illustrator
- Fashioned design elements for and edited PowerPoint presentations given by the CEO to shareholders and the entire 52-person company
- Produced visual content for Facebook and Instagram posts, which, in total, **received over 1,628 points of engagement**
- Revamped company logo and business cards, boosting brand image