

# TARA YOUNG

**Digital Creative Director | Corporate Brand Revolutionizer | Design Savant**

Indianapolis, IN 46268

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317.316.7629

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Creative Director with 20 years of multimedia experience that includes revolutionizing digital brands for multi-billion dollar global companies, leading graphic design teams, and creating design systems.

I don't sacrifice details, aesthetics, innovation, or refinement. I empower my teams to take creative risks, push their limits, and evolve their design acumen.

Design is not simply an objective or deliverable. It is the result of fusing imagination and creativity, with risk-taking and skill.

## WORK EXPERIENCE

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### Digital Creative Director

**Belden** - Indianapolis, IN

February 2019 to Present

Lead the optimization & evolution of a cohesive global digital brand for 18 product lines across five businesses, while establishing the core elements for a new Global CID & Design System.

- Oversee creative processes, concepting, and design execution for all enterprise sites and digital content
- Designed best-in-class website and directed front-end development and integration of advanced UX functionality to incorporate eCommerce capabilities, to facilitate increased global sales and enhanced customer experience
- Established global digital creative service team to advance digital creative project services globally
- Develop interactive solutions to replace antiquated marketing communication format tactics, revolutionizing the business partner and customer digital experience

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### Associate Creative Director

**Beckman Coulter Life Sciences** - Indianapolis, IN

April 2018 to February 2019

Promoted to Associate Creative Director responsible for global creative strategy & design for \$1.5B life sciences business. Recent results include: achieving > \$550K in design cost-savings, 96% OTD & 295 project submissions for 2018 for brand guidance & execution, & collaborate with business partners to define design requirements.

- Led creation of a global digital design system supporting four divisions & \$8M commercial spend

- Established SW & oversee compliance to digital brand system & guidelines
  - Developed quarterly E-Newsletter promoting CS cost-savings contributions
  - Created various design templates including product & landing pages, emails, icon library, HTML/CSS markup for launch of company's new website
  - Used Sitecore to migrate Beckman.com content to eight global languages
  - Established design framework & branding for global marketing campaigns
  - Continuously refined design through multivariate testing & KPIs
  - Led development of digital asset management framework & standard work including file nomenclature, alt text standards & digital content/asset migration from box.com to SharePoint
  - Optimized UX through design based on persona, journey & brand continuity
  - Managed design team of eight & external specialists delivering over 250 design projects in 2018
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## **Graphic Design Manager**

**Beckman Coulter Life Sciences** - Indianapolis, IN

March 2015 to April 2018

Served as global design lead collaborating with digital & commercial marketing stakeholders across four divisions to deliver cohesively branded multimedia assets.

- Developed & implemented design request portal & related SW/processes
  - Co-developed India design team resources expanding cost-effective access to 2D/3D animation, motion graphics, video/sound editing, illustration & various design services
  - Metrics: 86% OTD, 90% Customer Satisfaction & \$300K in design cost-savings
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## **Senior Graphic Designer**

**Creative Street Media Group** - Indianapolis, IN

June 2006 to February 2015

Collaborated with clients & colleagues to develop award-winning design concepts for customers including Eli Lilly, Indianapolis International Airport, Roche Diagnostics, NCAA & Clarian Health. Design projects covered multidimensional POS, video, mobile, & traditional media.

- Created interactive design concepts for customers such as Eli Lilly, Indianapolis International Airport, Roche Diagnostics, NCAA, NAIA, and Clarian Health
- Collaborated with creative team, clients, and project managers to produce stakeholder-specific design solutions that build and maintain brand awareness
- Facilitated maximum audience impact by creating interactive design solutions that allow companies to intersect brand messaging with graphics that engage

- Designed interfaces for interactive media platforms including web, mobile devices, kiosks, CD-ROM and DVD-video
  - Produced design solutions via work processes that function within customer budget parameters, resulting in strong business partnerships
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## **Graphic Designer/Morning Show Artist**

**WB4** - Indianapolis, IN  
July 2001 to June 2006

Oversaw design & execution for all aspects of morning show broadcast design including on-air graphics & open animations.

- Created open animations by combining 3D and various graphic editing software
- Assisted in the concept and design of the FOX 59/WB4 web sites.
- Created 20 to 40 graphics daily that provided visual connectivity for morning show viewers
- Collaborated on Emmy-nominated design team to produce redesigned graphics package for news station
- Trained interns on broadcast design and animation technology that facilitated fundamental understanding of how to integrate artistic ability with technology

## **EDUCATION**

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### **Master of Science in Media Arts and Science**

**Indiana University** - Indianapolis, IN  
2005 to 2007

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### **Bachelor of Fine Arts in Graphic Design**

**Indiana University** - Bloomington, IN  
1995 to 2000

## **SKILLS**

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- Creative Thinking, Graphic Design and Layout, Strategic Use of Visuals and Typography, Web Design, Visual Problem Solving, Flexibility and Creativity Under Pressure, Presentation, Attention to Detail and Time management
- Adobe InDesign
- Adobe After Effects
- Adobe Illustrator
- Adobe Premiere
- Adobe Photoshop
- Video Editing
- Branding

- Adobe Creative Suite
- User Experience (UX)
- Video Production
- Adobe Dreamweaver
- Final Cut Pro
- User Interface (UI)

## LINKS

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<https://www.linkedin.com/in/taratyoung>

## GROUPS

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### **Delta Sigma Theta Sorority, Inc.**

November 1998 to Present