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taralerias.com

About Me

Snowboarding

Suburbia -> Mountains -> Big City

Love for Dogs and Lola

Glued to computer screen

Love for exploring new technologies

New York Knicks

You can say I’m the Jekyll and Hyde of Advertising…

½ Mad Advertist

½ Digital Monster

Advertising student, tackling my creativity with one program or language at a time

As embarrassing as it is to admit, my desire to enter the digital realm of advertising stems from my addiction to Neopets in middle school. I would go on Neopets because they would let users edit the HTML on their homepages. This is my earliest involvement with HTML, CSS and Adobe Photoshop. I used my Neopets homepage as an expression of myself back then, but I still use HTML, CSS and Adobe Photoshop (with the addition of several other programs and languages) to express myself today. Advertising is on the cusp of embracing digital, and I’m eager to graduate college and enter the workforce during this critical time.

I was born and raised in Suburbia, NY (Long Island). I followed the mountains and my love for snowboarding to Boulder, CO. Attending school at University of Colorado these past four years helped me recognize my adoration for camping, hiking and yoga. I usually always have my co-pilot, Lola, by my side – she’s living proof that a dog is a woman’s best friend. I graduate at the University of Colorado in May 2012. My career endeavors and desire to explore new places, will most likely take me back to New York. I plan to move to NYC, and steer clear of Suburbia for a few more years.

Work

-Advertising

* State Farm
* Window’s Phone 7

-Graphic Design

* CU Health Buffs
* Erin’s Designs
* ACN
* Patterns
* [2010 digital media 1] : Patterns (Adobe Flash)

-Web Development and Design

\*Put in assignment descriptions

* KinseyAnnDurham.com
* ad+cu
* [2011] digital media 2: Riddle Mad House Game (Javascript)
* [2011] digital media 2: Casino Craps (PHP)
* [2011] digital media 2: Trivial Pursuit (PHP & MySQL)

-Personal Designs

* Keep the same