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Tabari Lucas

Education:

University of California, Davis
Visual Communications (Sept. 2005)

Sacramento City College
Graphic Design, Audio Engineering
(2012-2015)

Skills:

CSS/HTML
WordPress
Illustrator
Photoshop
Drawing
Photography
Videography
InDesign
Premiere
Davinci Resolve
After Effects
Audition
Protools
Reaper
Acrobat
XD
Weebly
SquareSpace

Summary

Senior level graphic and web designer with multi-format media creation skills including cinematography, audio engineering, complex illustrations, and infographics. Responsible for interfacing with multiple clients to understand their goals and successfully manage deadlines.

Work Experience

Senior Graphic Designer (2021 – Present) Hues Creative Studios, Sacramento, CA

Interact with various clients in-person, and remotely as a contract designer. Completion of varied web design projects with multiple CMS backends like WordPress, Squarespace, and Weebly. Maintained email branding for a popular headphone company (*Aftershokz*). Added punch to a popular cannabis brands ad campaign (SFCANNA).

Creative Director (2018 – Present) Tabs, Sacramento, CA

Lead graphic and web designer responsible for multiple projects. Projects included rebranding small businesses for national appeal, evaluating businesses to devise improved marketing strategies, and creating custom audio and visual marketing materials to strengthen brand presence. Projects employed digital illustration, custom animation and cinematography, and web design with multiple CMS backends. Conducted intake evals of local businesses, and developed marketing strategies to bolster their presence online. Created promo videos with custom audio compositions, photography and art direction, and filmed podcast-type interviews to strengthen brand presence.

Graphic Designer II (2018 – 2019) Page Design, Sacramento, CA

Directed docu-series for the California Cut Flower Commission “June is CA Grown Flowers Month” campaign. Created two 30 second commercials for the longstanding Merchants Bank of Commerce as part of a rebranding. Designed an interactive handout for a large Sacramento-based business conference.

Graphic Designer (2016 – 2018) HDR Engineering, Sacramento, CA

Reinvigorated brand identity for multiple city municipalities across the U.S. Interacted with various clients in-person as a lead under the guidance of a Creative Director. Created an award-winning infographic/poster series with the help of the in-house ecology department. This campaign helped secure \$2.27 Million in funding, which restored over 1400 feet of critical salmon habitat for rearing and spawning (*Merced Restoration Project*).

Program Coordinator/Graphic & Web Designer (2013 – 2015) Davis Farm to School, Davis, CA

Liaison to 15 schools in Davis Joint Unified School District (DJUSD). Communicated with professionals from the superintendent level, down to the garden coordinator level. Interviewed and manage internships and volunteers. Designed four websites and various marketing materials for annual events and fundraisers. Worked with DJUSD Student Nutrition Services director and advisory committee to help support and promote the use of farm-fresh food as part of school meals.