

Teara Green

Phone: 443-839-0045

Email: tearagreen@gmail.com

Portfolio PDF: www.tearagreen.com

Summary

A creative problem-solver at heart, I thrive on creating engaging solutions and results-driven outcomes. Throughout my career, I have managed teams, implemented brand strategies, designed marketing materials, and created layouts and graphics that have contributed to brand growth, increased sales, and improved customer engagement.

Over 15 years of design experience has led to an advanced software proficiency for designing various materials, including e-books, ads, email templates, landing pages, graphics for web and print, company swag, social media marketing, packaging design, and event collateral. Beyond my technical skills, my strength lies in effective communication, seamless cross-collaboration, and project management abilities. I am seeking a long-term design home where I can leverage my skill set and unwavering commitment to delivering excellence and driving success.

In-house Designer - Professional Experience

12/2020 - 11/2022

Shippo, Remote - Senior Visual Designer

- **Elevated Engagement:** Improved email open rates and social interaction via monthly Customer Stats Emails showcasing shipping milestones, driving elevated social sharing and engagement for Shippo and its customers.
- **Increased Retention:** Strategically restructured the Onboarding Email flow by incorporating meaningful touchpoints throughout the user journey. Including engagement opportunities and cross-channel product demos highlighting how-to videos and upcoming product demo webinars directly fostered higher customer retention rates within the first 5 emails.
- **Streamlined Design:** Led the execution of all templated-branded communications, thus reducing design lead time by 25% and creating a 'Reduce, Reuse, Recycle' approach to design projects where necessary.
- **Unified Brand Voice:** Worked within a team of three Senior Visual Designers to establish new standards through a Brand Guide, creating design consistency and a unified voice across the Shippo network.
- **Project Leadership & Management:** Managed junior designers and contractors, orchestrating seamless project execution while concurrently spearheading individual design initiatives. Led design meetings with cross-functional teams encompassing product, agency partnerships, and stakeholders to present ideas/designs for compelling marketing campaigns and to enhance user experiences.
- **Agile Strategy Implementation:** Exceeded monthly marketing goals by regularly testing and adjusting marketing strategies to identify growth opportunities, increase activations, and improve marketing efforts.
- **Design Flexibility:** Demonstrated design adaptability and software mastery through diverse material creation, spanning e-books, infographics, presentations, web ads, landing page design, blog graphics, email templates, newsletters, and tradeshow booth graphics.

Contract Designer - Professional Experience

01/2003 - PRESENT

Teara Green, Designer, Remote - Senior Graphic Designer

- **The Artist D’Vinci:** Led branding initiatives, album cover design, and social media marketing in partnership with the artist. Accelerated audience growth through paid and organic ads across new social media accounts. Secured 1.9k likes and 4.8k followers on Facebook, and 4k followers on Instagram in less than 3 months.
- **Border City Muzic Group:** Designed business cards, performed a logo refresh and developed website sitemaps, wireframes, and prototypes for a local recording studio.
- **Angel’s Touch Official:** Designed business cards, advertising, website wireframes, and prototypes.
- **Gartner:** Edited audio and converted extensive research documents into short, easily digestible animated PowerPoint slideshows and videos.
- **Access Brand Communications:** Designed Annual Reports, e-book templates, and PowerPoint presentations.
- **Journii Waist Beads:** Led meetings to develop the brand’s look and feel, and implemented branding strategies to promote brand growth and improve sales through social media marketing.
- **Haus of J. Bell:** Consulted and executed a comprehensive brand strategy to revitalize the company and drive sales. Designed a new logo in sync with the brand ethos and founder's vision.
- **D’Angelo Health:** Crafted a brand identity for a newly founded health insurance company, including designing the company logo, brochures, newspaper ads, and wireframes for the company website.
- **Pikesville Wildcats:** Designed digital and print ads which increased membership and turnout during football try-outs. Designed business cards for the staff and collaborated with the coaching staff to create team uniforms.
- **The Herald Bulletin:** Created visual solutions for 13 news publications throughout Indiana, utilizing Adobe Indesign to assemble text, photographs, and other content into easy-to-read layouts.
- **Chef Lucky, Too Stuff’d:** Completed a brand redesign, including a new logo, company colors, packaging materials, and menus while guiding marketing initiatives to reinforce a family-friendly brand identity.
- **e.l.f. Cosmetics:** Presented content schedules and rebranding solutions within agency meetings, re-established social media content direction and imagery protocols based on customer feedback, updated image archives, and created marketing assets to be displayed in Target and Walmart.
- **Benefit Cosmetics:** Drafted and finalized the “Beauty Favors” logo for subscription orders through HSN, designed branded interior space, photo props for Ipsy’s Generation Beauty, created video graphics for advertisements, and designed internal use catalogs, Facebook cover photos, web carousel banners, and web page assets for the use of HSN, Belk, Macy’s, Sephora, and Ulta.
- **Richie International:** Analyzed survey data to identify trends, patterns, and enhancement opportunities in fan experience. Regularly designed reports and presentations to communicate crucial findings to stakeholders.
- **Sephora:** Designed store layout manuals and planograms for Sephora, optimizing product placement and enhancing customer experience.
- **Kaos Clothing:** Orchestrated end-to-end product marketing strategy for Kaos brand's cosmetics, including campaign management, market research, design, competitor analysis, cost evaluation, and asset management.

Education

2019

Rocky Mountain College of Art & Design - Bachelor of Fine Arts, Summa Cum Laude

2014

Art Institute of San Francisco - Associate of Science, Dean’s List