

TANYA DEMARCO

ART DIRECTOR • GRAPHIC DESIGNER

MAY '16 - PRESENT

DESIGNER/OWNER, TANYADEMARCOCODESIGNS.COM

Freelance for various clients designing and selling personalized products such as hand painted wood signs, invitations and clothing. Worked closely with clients to bring to life their vision for unique items for gifts and for the home.

NOV '14 - MAY '16

FREELANCE SENIOR DESIGNER, TOYS R US WAYNE, NJ

Responsible for conceptual design for seasonal and promotional campaigns for both Toys R Us and Babies R Us. Collaborate with Copy, Marketing and Visual Teams to create instore signage, direct mail, emails, logos, icons and event collateral. Design, prepare and release files for print production.

APRIL '12 - JUNE '14

ART DIRECTOR, MACY'S MERCHANDISING GROUP NEW YORK, NY

Worked with the Creative Director to execute conceptual advertising campaigns for Macy's Men's and Millennial brands. Worked directly with Copy Team to execute current branding and line extensions for packaging. Assisted at photoshoots for lookbooks and online campaigns. Partnered with Visual and Marketing Teams to create collateral and environmental graphics for instore campaigns and fashion press events. Illustrated hand typography typefaces that were used for campaigns.

NOV '11 - APRIL '12
APRIL '11 - AUG '11

FREELANCE DESIGNER, MACY'S MERCHANDISING GROUP NEW YORK, NY

Worked with the Creative Director to create new ad campaigns and in-store graphics for Macy's private brands. Completed new package designs for various clothing and home products.

AUG '11 - NOV '11

FREELANCE DESIGNER, CAPEIZO BALLET MAKERS INC. TOTOWA, NJ

Responsible for new catalog designs, logos for new products, design and launch of consumer e-mail blasts, and photo retouching.

MAY '08 - APRIL '11
MAY '08 - SEPT '08

SENIOR DESIGNER, NEW WORLD GROUP SECAUCUS, NJ DESIGNER, NEW WORLD GROUP SECAUCUS, NJ

Created brand identities and collateral for high end real estate. Reported directly to the president of the company for all creative development of advertising campaigns, brochures, and brand identities. Created advertising pitches that led to the contracted business of Martha Stewart Online and Trump Internationals Hotels. Responsible for reviewing designers concepts and approving for production.

JUNE '06 - MAY '08

DESIGNER, THE O GROUP NEW YORK, NY

Collaborated with the creative team to design artwork for marketing and promotional materials. Designed logos, product packaging, POP and POS items. Created various conceptual work for high end clients such as Hennessy Cognac, Russian Standard Vodka, Lacoste, Salvatore Ferragamo, and Godiva Chocolatier.

MAY '05 - FEB '07

DESIGNER, EGG BY SUSAN LAZAR NEW YORK, NY

Developed websites, catalogs, hangtags and promotional materials. Contributed to the company's textile design and fashion flats and photo retouching.

MAY '06

EDUCATION

Fashion Institute of Technology, State University of New York
Bachelor of Fine Arts degree, Graphic Design

AFFILIATIONS AND AWARDS

American Institute of Graphic Arts Member (AIGA)
Brochure design featured in Rockport's The Best in Brochure Design 10
1st place winner 2006 National Portfolio Day Association (NPDA) Poster Contest

PORTFOLIO & REFERENCES AVAILABLE UPON REQUEST