



Tamara Hesse

UX/UI Designer

(404) 558-8447

hessetamara@gmail.com

www.tamarahesse.com

Work Experience

Cecil Harp Designs, Woodstock, GA — *Owner*

February 2007 - June 2021

- Part-time freelance graphic design services such as logos, collateral materials, website design, promotional materials,
- Digital content creation, social media monitoring and campaigns.
- Marketing consultation including Annual marketing plans, online marketing recommendations, signage, paid advertising, email or print mail campaigns.
- Custom made products

MM Media, Woodstock, GA — *Marketing & Web Development*

November 2018 - July 2019

- Web development/ portal build-out for a leading international manufacturing client.
- Created new business development marketing campaign, complete with new company website, social media campaigns and print packaging.
- Developed internal video training program for new hires. Modified program to sell to our client for their internal training, and eventually to customers.

Jim Chapman Communities, Atlanta, GA — *Director of Marketing & Lifestyle*

September 2007 - January 2010

- Managed \$1.2 Million annual marketing budget dedicated to multimedia advertising, website design, print collateral, sales centers and services from advertising, PR, and web design firms.
- Created JCC Lifestyle program for 55+ active adult residents, which included travel, in-house entertainment, and social programs.
- Developed content for company website, print advertisements, corporate sales collateral, and property signage.

Collins Goodman Development Company, Atlanta, GA — *Director of Marketing*

May 2003 - December 2006

- Responsibilities included marketing the company's portfolio of shopping centers and leasable space to tenants and tenant representatives by designing and producing collateral material, email marketing, on-site signage, trade shows and website.

Education

DesignLab — *UX Designer*

March 2022 - September 2022

Completed over 560+ hours of UX/UI design coursework, projects and group critiques.

St. Cloud State University, St. Cloud, MN — *Bachelor of Science*

September 1998 - May 2003

Major in Communications. Minor studies in Graphic Design and Art History.

SKILLS

UX/ UI Design

User research & testing

Wireframing

Prototyping

Brand Strategy

Data Analysis

Interaction Design

Graphic Design

Marketing

Tools

Figma

InVision

Miro

Zeplin

Adobe CC Suite

MS Office

G Suite