



**ESTABLISHED GRAPHIC DESIGNER** – Extensive experience of both print and web design. Developed brand and corporate identities, web sites, advertisements, and annual reports for clients in retail and professional services.

**EFFECTIVE TEAM PLAYER** – Known for creativity, flexibility and sense of humor. Former client noted: "TaSin has a keen eye for detail. She takes her extensive background in photography and turns an idea into pure imagery."

**HIGHLY CREATIVE & MULTITALENTED**

**Tech Skills:** *Adobe Creative Suite 3, QuarkXPress, HTML, FrontPage, Final Cut Pro.*  
*\* Equally proficient in both Mac and Windows platforms. Analog and digital photography.*

**PRINT DESIGN**

Brochures & Newsletters  
Logos & Business Cards  
Posters & Postcards  
Stationery

**PHOTOGRAPHY**

Black & White Photography  
Digital SLR  
Retouching & Restoration  
Studio Lighting

**WEB & MULTIMEDIA**

Web site Design  
Video Editing  
Video Photomontages  
CD Cover Design

**CAREER DEVELOPMENT**

**DISCOVERY GIRLS INC. – SAN JOSE, CA** **2008**  
GRAPHIC DESIGN & PHOTOGRAPHY

- In charge of designing half of the 60 page magazine and successfully translated subject matter, copy and imagery, into dynamic layouts.
- Lead photographer during trips around the country. Photography obtained from traveling used in articles and signature pages. Other photography includes studio and product photography.
- Used advanced skills in Photoshop to design elaborate photomontages for signature sections. Other photo manipulation included retouching, color correcting, and masking imagery used in magazine.

**NEW AMERICA MEDIA – SAN FRANCISCO, CA** **2004-2008**  
MARKETING & GRAPHICS

- Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials. Participated in production of print and promotional items for key clients under direction of Marketing Department.
- Multi-tasked and thrived in a fast-paced environment while coordinating time-sensitive projects.

**FREELANCE MEDIA DESIGNER – SF/BAY AREA** **1999-PRESENT**  
PRINT, PHOTOGRAPHY, WEB

- Developed and maintained "win-win" partnerships with a wide range of cliental. Provided exceptional design and branding services to small-medium sized businesses.

**CLIENTS INCLUDE:** The Oakland Museum of California, Baccharis Capital, Inc., RAF Mortgage, Circle Ball Sports, The Center for Art in Public Life, Sui Generis custom clothes, Million Worker March, & The BayView Newspaper.

**EDUCATION**

**CALIFORNIA COLLEGE OF THE ARTS**, San Francisco CA, BFA Fine Arts Photography, 2000-2004