

TAMARA MICHELSON

web designer, data artist, illustrator

CONTACT

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WORK HISTORY

PROJECT COORDINATOR

Skyrocket Education
2021-Present

RETAIL & WEB DESIGNER

Contract/Freelance
2018-Present

STATIONERY BUYER & RETAIL DESIGNER

Inklings Bookshop
2013-2017

RETAIL DESIGNER

Pier One Imports
2012-2013

EDUCATION

BACHELOR OF ARTS | ENGLISH
W/ MINORS IN BUSINESS & FILM
Portland State University (2009)

PROFESSIONAL DEVELOPMENT

- HTML/CSS/JavaScript
- SEO Best Practices
- SQL Data Management
- Data Visualization
- Branding Strategy and Design
- Product Photography
- 3D Rendering
- Scripting and Automation
- Audio/Video Editing

PROFILE

With an eye for design and a head for business, I bring a versatile skill set and positive attitude to every role I take on. I have 20 years of **customer service and sales** experience, including leadership roles. I also have ten years experience in **web design and illustration**, five years in **data visualization**, and I make a mean spreadsheet, too.

EXPERTISE & STRENGTHS

Web and Graphic Design

Performs all stages of website creation, using all common web standards and best practices. Performs plug-in management and security updates on multiple current websites, including skyrocketclientservices.com. Develops dynamic logos, interactive graphics, and custom illustration for web and print. (See my portfolio at tamaramichelson.com for samples.)

Technical Support and Troubleshooting

Adapts to new software quickly, noted for patience and clear explanation to others, including leadership. Advanced understanding of how systems are put together and interrelate, able to swiftly troubleshoot and triage problems as they arise.

Data Visualization and Analysis

Member of the Data Visualization Society since 2019. Specialization in distilling large data sets into visuals easily interpreted by non-specialists. Can translate data from jargon to clear actionable insight.

Audio/Video Production & Photography

Responsible for podcast production from initial ideas, to recording, editing, posting, managing RSS feeds, metadata, and web presence. Coordinates photo/video shoots and post-production for print, online, and social media.

Writing, Proofing, & Editing

Contributes to local and national trade publications, writing, proofreading, and editing my own submissions as well as those from other writers. Creates marketing copy for print, web, and social media.

Customer Service

Consistently excellent at client relations, specializing in those who are harder to please, defusing complex situations, and pragmatic solutions.

TECHNOLOGY

Adobe Creative Cloud

Photoshop, Illustrator, InDesign

Apple iLife Suite

GarageBand, iMovie, iDVD

Apple Pro Tools

Logic Pro, Final Cut Pro, Compressor

Apple iWork Suite

Pages, Numbers, iCal, Keynote

Google Suite

Docs, Sheets, Slides, Drive, Meet

Office Suite

Word, Excel, Outlook, PowerPoint

WordPress

Google Analytics

Tableau

Survey Monkey

Zapier/Integromat