



TARA RICCIO
GRAPHIC DESIGNER

EXPERIENCE

FREELANCE

Web + UX/UI Designer

New York, NY / June 2016 - Present

Provide UX/UI, web design, branding, and consultation to clients, particularly those with an emphasis on social and environmental justice. Clients include RAWA Fund, Down To Earth Original, HipCamp and more

ELITE DAILY

Product Designer

New York, NY / November 2016 - April 2017

Responsible for the user experience and design of all digital products and platforms; designed Apple News layout from conception, redesigned Facebook Instant Articles and Google AMP articles, updated mobile and desktop web, designed new in-article features and newsletters

WEST ELM

Junior Digital Designer

New York, NY / October 2015 - November 2016

Designed site experiences, emails, homepages, targeted display ads, and marketing content for WE and WE UK; concepted and executed seasonal campaigns and brand aesthetic across West Elm's digital channels

THE WASHINGTON POST

Mobile Design Intern

Washington D.C. / May 2014 - August 2014

Partnered with developers and the mobile design team to update their current mobile app and launch a new Kindle Fire app; designed app feature mock-ups, assisted with usability testing, and reviewed user analytics

HARPERCOLLINS

Graphic Design Intern

New York, NY / January 2014

Prepared jacket mechanicals, assisted in designing cover compositions, conducted photo research, created composition pitch presentations

CONTACT

email: tara.riccio93@gmail.com

cell: (434) 227-6781

online: tarariccio.com

EDUCATION

VIRGINIA TECH

College Of Architecture & Urban Studies

Bachelor of Fine Arts Honors Scholar

Visual Communication Design Class of 2015

European Immersion

Italy and Switzerland Summer 2013

Letterpress Workshop with Lucio Passerini at

Tipoteca, Master Workshop with Rosmarie Tissi

NATIONAL OUTDOOR LEADERSHIP SCHOOL

Wilderness Training

Pacific Northwest Backpacking 2012

Focus in leadership, wilderness skills, risk

management, and environmental studies

AWARDS & AFFILIATIONS

Worldwide Opportunities on Organic Farms, 2017

ALGA Member, 2012 - 2017

ALGA Virginia Tech Co-President, 2014-2015

Published in Studio Collective Vol. II, 2015

Carter Scholarship Recipient, 2013 - 2015

Davis Scholarship Recipient, 2012 - 2013

Virginia Tech Dean's List, 2011 - 2015

SKILLS

Expertise in Adobe Photoshop, Illustrator, InDesign; proficient in basic HTML and CSS, Sketch, InVision, WordPress, wireframing, photography, photo editing, screen printing, laser cutting, Microsoft Office; working knowledge of Adobe After Effects, MailChimp, typesetting