



## ONLINE PORTFOLIO

<http://tinasommers.viewbook.com>

## EDUCATION

Savannah College  
of Art and Design  
(SCAD) Alumni Atelier  
Artist -in-Residence  
Ambassadorship

SCAD  
BFA, Graphic Design  
Magna Cum Laude

## SKILL SET

Adobe CS6  
Creative Suite  
InDesign  
Photoshop  
Illustrator  
Acrobat  
Dreamweaver  
MS Office  
WordPress  
Facebook  
Twitter  
Instagram  
Pinterest

## AWARDS

Talenthouse  
MOXY Milan by Marriott  
2014 Shortlist Finalist  
  
Sojourns Book  
Special Innovation Award, 2011  
  
NYC Fashion Photo Contest  
Tablet Hotels  
2010 Finalist  
  
SCAD Alumni Show  
2010 Finalist  
  
Photographer's Forum  
Serbin Communications  
2005 Finalist  
  
Marco Polo Photo Contest  
Abercrombie & Kent  
Second Place, 2001

# TINA SOMMERS

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## Conveying the essence and heart of a brand through engaging visual design

Award-winning art director and design professional delivers a diverse portfolio of creative solutions across diverse industries domestically and globally. Passionate about adding value to businesses through compelling designs and strategic branding. Offers an inspired and organized approach while responsive to meeting all time lines and budget requirements. Engages in collaborative partnerships with teams to build and elevate brands, increase customer engagement and profitability, and exceed goals.

- Art direction for print or web marketing
- Branding: Brand development and positioning
- Concept development
- Corporate identity management
- Creative project management
- Digital marketing
- Graphic design and typography
- Photography on location and studio

## EXPERIENCE

### Tina Sommers, Consulting + Design, 2006–present

- **One&Only Resorts, Palmilla:** Luxury travel postcard collection
- **Moxy Hotels by Marriott, Moxy Milan Hotel:** Create artwork for 2014 creative challenge
- **Grupo Hotel:** Promotional photo tote for Regina Hotel and Hotel Pulitzer Hotel, Barcelona, Spain
- **Aman Resorts, Amangiri:** Photo book proposal and photography for luxury resort
- **Bin100 Restaurant:** Corporate identity + marketing collateral for top-rated fusion eatery

### Manager of Creative Services, 2001–2013

*People's United Bank, Corporate Communications, Bridgeport, CT, 1996–2013*

Directed all creative for concept, design and implementation of internal strategic communications.

- Developed and implemented fresh, innovative design style guide and brand to align with major initiatives/strategies with promotional collateral to ensure design standards and program requirements.
- Managed and directed freelance staff of eight in the development of targeted design solutions.
- Saved 100k on annual report project by utilizing in-house expertise rather than external agency.
- Collaborated with design leadership and project management teams (marketing, communications, sales and external agencies) on concepts and graphics for brand products and environments.
- 1,000+ images on permanent display, created a corporate photography collection for branches.
- Created and coordinated presentation materials that effectively communicated design concepts and positioning, while working in both team environments and as an independent contributor.

### Graphic Design Manager, 1996–2001

Managed compelling design, brand and visual interpretation of departments' creative assignments.

- Transformed an antiquated desktop publishing department into a professional, full-service in-house design agency. Consulted and created affordable solutions for 20 bank departments on essential employee communications and engaging marketing initiatives.
- Supervised, mentored and provided art direction to creative staff of seven: freelance designers, photographers and copywriters; executed an average of 18 concurrent projects per week.

### Senior Graphic Designer, 1991-1996

*Caldor, Inc., Visual Presentation, Norwalk, CT, 1991–1996*

Designed, produced and distributed all prominent, visual presentation for in-store media.

- Developed distinct graphic standards and prototype signage for six new and 28 remodeled stores.
- Interfaced with planograms specialists, buyers, production teams, external vendors and senior management to create exciting storewide promotional displays featuring consumer product brands.
- Directed and orchestrated complex seasonal fashion shoots in New York, NY and South Beach, FL.
- Hired photographers, fashion and hair/makeup stylists and top industry talent.
- Scouted locations, obtained city permits, managed budgets and on-site crew. Maintain creative reference library for resources and archives: art, design, culture and current trends.

## PROFESSIONAL AFFILIATIONS

- Network of Executive Women in Hospitality, NEWH, New York Chapter, 2013
- American Institute for Graphic Arts, AIGA, New York Chapter, 2008
- City Lights Gallery, Bridgeport, CT, Board of Directors, 2007–2009