



TANIA CORONADO

lead creative, **type:set**

overview

Lead Creative and Senior Graphic Designer formally educated at Pratt Institute with over 20+ years experience solving design puzzles for Fortune 500 brands like Disney, Marvel and innovative start-ups. Past collaborations have included working with: Sharp Electronics, Hachette Book Group, Gothamist and HarperCollins Children's Books.

job experience

LEAD CREATIVE

Determined the best visual representation of a brand's identity by creating high-level concept designs. Worked with internal and external clients, pitched designs, and understood client needs. Recruiting and managing any required third party design firms as well as internal design resources.

- 2022 – GDSI
- 2022 – Capital Campaign Pro
- 2022 Diligent Corporation
- 2018 Bolster (USA)
- 2017 – 2021 Capital Campaign Toolkit
- 2017 – 2018 ATE the Game
- 2017 – 2018 Capital Campaign Masters
- 2012 – 2014 Clever Goats Media

SENIOR DESIGNER

Worked directly with client and art director, from project inception to concept realization, to efficiently manage and traffic all aspects of a wide variety of projects. Consistently met all deadlines and project/client requirements. Developed clear and unique design solutions utilizing all appropriate creative avenues.

- 2016, 2023 HarperCollins Publishing | Childrens
- 2022 – 2023 VCheck Global
- 2022 ZERO Cognitive Systems
- 2020 – 2022 Amy Eisenstein, LLC
- 2020 – 2021 Steele Compliance Solutions
- 2014 – 2020 Nothing Forgotten Inc.
- 2016 Gothamist National Media
- 2012 – 2016 Starfish Integrated Brand Experiences
- 2012 – 2013 Hachette Book Group
- 2010 – 2012 Disney Publishing Worldwide
- 2005 – 2010 Blank Page, Inc.

education

- 1999 – 2002 Pratt Institute (2002 Graduate) · Brooklyn, NY
BFA: Graphic Design | Pratt Show 2002 (senior showcase)
- 1998 RISD Pre-Summer Program · Providence, R.I.
Discipline: Communication Arts

services & skills

DESIGN & LAYOUT

- advertising (digital and print campaigns)
- annual reports
- apps, websites, UI
- corporate branding, identity & style guides
- event materials
- e-vites
- flyers and postcards
- editorial
- point of purchase displays
- posters
- stationery
- packaging

PRINT PRODUCTION & PREFLIGHT

Preparing client approved files for commercial production to job and vendor specifications including:

- color correcting
- photo retouching
- color and font management
- layout / typography refining
- application of required creep / trim
- digital and hard copy submissions:
packaging all layouts, fonts and linked artwork
- press checks and proof approvals

TECHNICAL PROFICIENCY

Advanced working knowledge of MAC platform

GRAPHIC APPLICATIONS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Acrobat Professional, QuarkXPress

OTHER

Chrome, Safari, Firefox, Internet Explorer, Office Suite (Word, Excel, PowerPoint) Fetch, WeTransfer, Transmit, DropBox, Extensis Suitcase, WordPress