

DANA TARANTINO

danaswapp@gmail.com | mformagpie.com | (702) 541-5557

EDUCATION

BYU IDAHO, DEC 2019

Bachelor of Art with
emphasis in Graphic Design

UNLV, 2015 & 2017

Graphic Design

ACHIEVEMENTS

DEC 2022

Participated as a graphic
design judge for the Region 9
Idaho BPA Regional Leadership
Conference.

NOV 2022

Successfully sold out of 100
custom products packaged
and designed by me under an
hour.

JAN 2023

Collaborate with Riley Blake
and Sew Yeah to create 12+
quilting block patterns

SKILLS

Adobe Suite

Digital Illustration

Shopify

WordPress

Asana

Monday

Time management

Problem Solver

Self Motivated

Empathy

Cultural Sensitivity

Japanese

Russian

English

REFERENCES

CAROL MONSON, MANAGER

Sew Yea Quilting

702.236.3657

JENNIFER LONG, MANAGER

Pattern & Machine Embroidery, Riley Blake

204.245.1426

CASEY McDANIEL

BYU Idaho Online Coordinator

949.290.6580

EXPERIENCE

FEB 2024 - OCT 2024

LAYOUT DESIGNER • RILEY BLAKE DESIGNS, ALPINE

- Arrange pattern instructions into correct layouts along with instructional diagrams to match
- Create diagrams when needed
- Project manage with a small team through the use of Asana
- Individually manage each pattern instructions development and finalization
- Maintaining source material and templates as up to date as possible aligning with style guide

FEB 2024 - OCT 2024

PRODUCTION DESIGNER • RILEY BLAKE DESIGNS, ALPINE

- Create die-lines for bolt ends, selvages, and kit boxes
- Create repeatable JPEGs for factory reproduction
- Create virtual mockups when needed
- Check sizes and templates for errors

AUG 2022 - DEC 2023

CONTRACT • SEW YEAH, LAS VEGAS

- Design layouts and instructions for 65+ quilting patterns
- Create brand guidelines for patterns

JUL 2022 - JUL 2024

OWNER • MFORMAGPIE

- Design textile patterns, products, and packaging
- Project management for all freelance projects
- Talk to clients about branding, marketing, and goals
- Fulfill graphic design needs for clients

SEPT 2020 - NOV 2021

SENIOR GRAPHIC DESIGNER • FROZEN DESSERT SUPPLIES/HOT CUP FACTORY

- Developed new process that streamlines customers through sales, design, and fulfillment
- Project manage incoming design work from other departments
- Responded to inquiries about custom designs and build relationships with 40+ clients
- Created new marketing strategy that included making stop motions for more engagement
- Reached over 50,000 views on pinterest in a day with new stop motions
- Re-designed sample boxes to be purposeful while following brand guidelines
- Re-design multiple web pages to be more consistent with branding and easier to follow
- Prepare e-proofs for production
- Train interns
- Effectively found new ways to market to B2B rather than B2C
- Create web pages, banners, emails, mobile ads, and flyer's
- Take and edit product/lifestyle photos

NOV 2018 - DEC 2019

COMMUNICATIONS SPECIALIST • BYU IDAHO STUDENT RECORDS & REGISTRATION

- Successful visual (e.g. SRR logo), verbal, and written communication
- Developed and executed department internal communication strategy
- Created hiring procedures to find my replacement; recruitment, interviewee selection, performed interviews, and finalize decision
- Assisted in successfully developing new position in Student Records and Registration