

[LinkedIn: Cara Parks](#)

[Caraparks.com](#)

CARA PARKS

CREATIVE | DESIGNER | MARKETING | BRANDING

Caraparks6@gmail.com

Tacoma, WA

Artistic lifelong creative and versatile visual communicator demonstrating success in project management, marketing, branding, research and team leadership. Shifted trajectory and ready to contribute a dynamic skill set to drive innovative and compelling design and elevate marketing campaigns.

PROFESSIONAL SKILLS

- Ongoing Process Improvement
- Leadership in team dynamics
- Exceptional Interpersonal Skills
- Proficient in SEO, Digital, Email and Social Media Marketing
- Effective Stakeholder Engagement
- Expert in Graphic / Product / Web / Motion Graphics, UX and Visual Design
- Rapid wire-framing, Ideation and Prototyping
- Trade show booth design
- Comprehensive knowledge in digital, print and interactive advertising
- Strategic creative problem solving
- Typography and color theory mastery
- Accessibility, empathy and a sense of urgency

SOFTWARE SKILLS

- | | |
|--------------------|------------------|
| <i>Adobe Suite</i> | <i>Figma</i> |
| • Illustrator | <i>Cinema 4D</i> |
| • Photoshop | <i>Blender</i> |
| • InDesign | <i>Canva</i> |
| • Lightroom | <i>Anima</i> |
| • XD | <i>Maya</i> |
| • After Effects | <i>Wordpress</i> |
| | <i>SemRush</i> |

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER / MARKETING DIRECTOR

GTR INC/ Port Orchard, WA

03/2023 - Present

- Collaborated with cross-functional teams to deliver consistent messaging across print, digital, and social media platforms.
- Resolved critical design challenges creatively while maintaining consistency and establishing branding guidelines.
- Increased consumer engagement by creating personalized experiences through targeted segmentation strategies.
- Managed annual marketing budget, ensuring cost-effective allocation of resources for maximum impact.
- Redesigned marketing collateral for trade shows, leading to higher booth traffic and greater lead generation opportunities.
- Led rebranding efforts from concept to execution, resulting in a cohesive new brand identity that garnered positive industry recognition.
- Developed and maintained comprehensive and organized library of design assets for easy access and reuse.

FREELANCE GRAPHIC DESIGNER / MOTION DESIGNER / UX DESIGNER

Heritage Bank | Tacoma, WA | Govi.io | Jackson, WY

03/2018 -03/2023

- *Clients include: Nutrisource, Neiman Marcus, Heritage Bank.*
- *Implemented responsive design principles to ensure optimal viewing experience across various devices and screen sizes.*
- *Turned concepts into graphic elements matching project specifications.*
- *Conducted user research through interviews, surveys, and usability testing to inform the creation of engaging design solutions.*
- *Presented work professionally to designers, user experience teams and key stakeholders at different project stages.*
- *Generated innovative ideas for interactive experiences that aligned with client objectives while pushing creative boundaries.*
- *Created motion graphics and video content for websites and applications.*
- *Worked with clients to gather and define requirements, establish scopes, and manage project milestones.*
- *Collaborated with developers to ensure seamless implementation of visual design elements, resulting in a cohesive final product.*

EDUCATION

Bachelor's in Fine Arts / Visual Communication

Double majors:

Graphic Design/Motion Design

NCAD | Tacoma, WA

Double scholarship recipient

Speaker for WWIN

Summa cum laude 3.98GPA

CERTIFICATIONS

UX Design Professional Certification

Google, Coursera

Mass Marketing Certification

CIACM

Esthetics Certification

Clover Park Technical College