

📞 (916) 220-4228

✉️ tabari.lucas@gmail.com

🖱️ www.tabarilucas.com

# Tabari Lucas

## Education:

### University of California, Davis

BS Visual Communications

### Sacramento City College

Graphic Design, Audio Engineering

(2012-2015)

## Skills:

CSS/HTML

WordPress

Illustrator

Photoshop

Premiere

After Effects

Photography

Videography

MailChimp

InDesign

Audition

Protools

Reaper

Acrobat

XD

Weebly

SquareSpace

## Summary

Senior graphic and web designer with multi-format media creation skills including cinematography, audio engineering, complex illustrations, and infographics. Driven by a passion to capture interest, and fostering demand for products through compelling presentation and placement using cutting edge techniques.

## Work Experience

### Lead Graphic Designer - F Street Dispensary - Davis, CA (Aug 22' - Nov 22')

- Working directly with Executive leadership as a lead designer on multiple projects, instituted industry best-practices to deliver on mission critical projects, while also driving a new standard of excellence for product photography and presentation throughout the company, POP, OOH and marketing collateral for various brands.
- Redesigned website to include more dynamic marketing content and improved UX/UI to make a much better experience. Developed product templates (email) with enhanced UX/UI principles to distributed to +25,000 customers, highlighting ever-changing product deals, and events. Leading these collaborative efforts resulted in a +200% increase in click rate, and user retention metrics.
- Leveraging Brand Guidelines, provided scope to foster a more striking advertising identity that resulted in 5 different publications distributed throughout the marketing area. Expanded brand audience by introducing a Target Audience advertisement push (Banners and Billboards) that increasing student orders from 200/day to 700/day.

### Senior Graphic Designer - Hues Creative Studios - Sacramento, CA (2021 - Present)

- Interact with various clients in-person, and remotely as a contract designer. Completion of varied web design projects with multiple CMS back ends like WordPress, Squarespace, and Weebly.
- Maintained email branding for a popular headphone company (Aftershokz). Added punch to a popular cannabis brands ad campaign (SFCANNA).

### Creative Director - Tabs - Sacramento, CA (2018 - Present)

- Lead graphic and web designer responsible for multiple projects, including rebranding small businesses for national appeal, evaluating businesses to devise improved marketing strategies, and creating custom audio and visual marketing materials to strengthen brand presence.
- Employed digital illustration, custom animation, cinematography, and web design with multiple CMS back ends. Created promo videos with custom audio compositions, photography and art direction, and filmed podcast-type interviews to strengthen brand presence.

### Graphic Designer II - Page Design - Sacramento, CA (2018 - 2019)

- Directed docu-series for the California Cut Flower Commission "June is CA Grown Flowers Month" campaign. Created two 30 second commercials for the longstanding Merchants Bank of Commerce as part of a rebranding.
- Designed the program, and interactive handout for a large Sacramento-based business conference.

### Graphic Designer - HDR Engineering - Sacramento, CA (2016 - 2018)

- Reinvigorated brand identity for multiple city municipalities across the U.S. Interacted with various clients in-person as a lead under the guidance of a Creative Director.
- Created an award-winning infographic/poster series with the help of the in-house ecology department. This campaign helped secure \$2.27 Million in funding, which restored over 1400 feet of critical salmon habitat for rearing and spawning (Merced Restoration Project).