

# EDWARD THARP

Designer

Atlanta, Georgia

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## SUMMARY

Versatile designer with a passion for print and user interface (UI) design. Bringing a unique blend of creativity and technical skills to craft compelling visual narratives. Portfolio showcases a diverse blend of original work and brand-inspired designs.

## EXPERIENCE

### Tharp Designs – May 2005 to Present

- Collaborate with 10+ clients from education, healthcare, and technology sectors for a wide range of design projects, including logos, marketing materials, publications, trade show displays, digital content, and more.
- Help manage projects from concept to completion for clients, adapting to their specific requirements. Collaborate with agencies, evaluating project briefs and coordinating with art directors, studio, and account managers. Ensure timely delivery of all project deliverables.

Current and past clients include: Emory University, Georgia Tech, The Howard School, Shepherd Center, and Woodward Academy. Agency work includes:

- **HUCK Strategies** – September 2018 to Present  
Partner with 12+ agency clients on diverse projects such as infographics, instructional guides (COVID-19 tests), logos, magazines, presentations, reports, and social media graphics. Some clients include Aflac, Harvard University organizations, National Institutes of Health (NIH), and Smart Panda Labs.
- **Modo Modo Agency** – April 2019 to September 2021  
Designed eBooks, infographics, and presentations for their client LexisNexis (data analytics) to support its initiatives.

### Senior Graphic Designer

#### Georgia Institute of Technology – October 2000 to May 2005

- Coordinated and supported two in-house teams handling diverse graphic design projects, managing the entire process from concept to completion. Served campus clients, including 5 colleges (Business, Computing, Architecture, Liberal Arts, and Sciences), and various campus life organizations.
- Supported Georgia Tech's brand identity by crafting recruitment and event materials for undergraduates and graduates. Designed marketing materials for diverse campus initiatives.

### Associate Art Director

#### Sarasota Magazine – September 1996 to December 1999

- Designed advertising for *Sarasota* magazine 10 issues each year; 3 times each season for the Van Wezel Performing Arts Hall's program guides; and annually for the in-house resort magazine *On The Beach*.
- Collaborated with production coordinator and advertising reps, managing incoming ads from agencies and designing display ads for publications. Key role in award-winning city publications.

## CERTIFICATION

CareerFoundry

### Certificate in User Interface (UI) Design January 2023

Completed an intensive, project-based online training program. Acquired practical knowledge and experience in user research, concepting, prototyping, and user testing. Capable of designing both native and responsive web apps while conducting thorough case studies to enhance project outcomes.

General Assembly

### Certificate in HTML, CSS & Web Design Circuit April 2019

## EDUCATION

University of Florida

### Bachelor of Fine Art in Graphic Design

Hillsborough Community College

### Associate in Arts

## SKILLS

- User Experience (UX) Design Process
- User-Centered Design
- User Flow Diagrams and Wireframing
- Prototyping and User Testing
- Brand Guidelines
- Adobe InDesign, Illustrator, Photoshop, XD, and After Effects; Sketch; Figma
- Word, PowerPoint
- WordPress and Mailchimp
- Working knowledge of HTML/CSS
- Project Management Tools
- Collect project estimates for clients
- Prepare files for printers, review color proofs, and attend press checks

## STRENGTHS

- **Organized:** Adept at organizing content into pleasing and functional layouts. Print and digital files are well organized and clearly defined.
- **Adaptable:** Undertake projects of different sizes, adhering to varying timelines. Deliver design solutions customized to each task.