

EDWARD THARP

Graphic + UI Designer

Atlanta, Georgia

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SUMMARY

Crafting visual stories for over 10 clients in education, healthcare, and technology with a unique blend of technical skills and creativity. Expanding print and digital services to include app and website design. Portfolio showcases a diverse blend of original work and brand-inspired designs.

EXPERIENCE

Tharp Designs – May 2005 to Present

Offer design solutions to educational institutions and organizations, overseeing projects from concept to completion based on their level of need. Collaborate with agencies seeking specialized design expertise or to augment their creative teams. Some clients include:

- **HUCK Strategies** *Startups, Growth Stage Companies*
Partner with 12+ agency clients on diverse projects, such as infographics, logos, magazines, presentations, reports, and social media graphics. Some clients include Aflac, Brown University (Public Health), Roark Capital Group, Smart Panda Labs, and various startup companies.
Highlight: Lead designer on the digital report, *MisinfoRx: Toolkit for Healthcare Providers*.
- **The Howard School** *K-12*
Design *Insight* magazine bi-annually. Design student recruitment brochures; program guides; and event materials for students with language-based learning differences.
- **Trinity School** *K-Grade 6*
Design print and digital ads appearing in 8 Metro Atlanta publications. Create infographics and fundraising materials for The Trinity Fund.

Past clients include:

- **Modo Modo Agency** *B2B*
Designed eBooks, infographics, and presentations for LexisNexis (data analytics). Reviewed project briefs and coordinated with art directors, studio, and account managers to deliver projects on time.
- **Shepherd Center** *Rehabilitation Care*
Assisted the Center with branding and marketing efforts as their primary designer for 13 years.
Highlights: Created the visual brand for the DVD series “Understanding Spinal Cord and Brain Injury” including the DVD packaging, two 20-page educational booklets, marketing materials, and accompanying website. Designed and helped publish five eBooks on Apple Books and Google Play.

Senior Graphic Designer

Georgia Institute of Technology

Higher Education

Assigned to 2 in-house teams supporting the university’s brand identity—crafting marketing, recruitment, and event materials for undergraduate and graduate students. Campus clients included 5 colleges: Business, Computing, Architecture, Liberal Arts, and Sciences.

Associate Art Director

Sarasota Magazine

Lifestyle

Designed advertising for the award-winning city publication, Sarasota magazine (10 issues); 3 times each season for the Van Wezel Performing Arts Hall’s program guides; and for the in-house resort magazine *On The Beach*. Managed incoming ads from agencies and designed display ads for publications in collaboration with the production coordinator and advertising representatives.

CERTIFICATION

CareerFoundry

Certificate in User Interface (UI) Design
January 2023

Completed an intensive, project-based program. Acquired practical knowledge and experience in UX design skills (market research, product development, strategy) and UI design skills (wireframing, prototyping, visual design). Capable of designing both native and responsive web apps while conducting thorough case studies.

General Assembly

Certificate in HTML, CSS and 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