EDWARD THARP

Graphic + UI Designer | Atlanta, Georgia

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EXPERIENCE

Tharp Designs • 5/2005 to Present

Working directly with over 10 clients in education, healthcare, and technology in need of design services—both print and online. Overseeing projects from concept to completion based on their level of need.

- Expanding services to include website and app design based in user-centered design.
- Collaborating with agencies to augment their creative teams.
- Portfolio showcases a diverse blend of original work and brand-inspired designs.

Some clients include:

Late Bloomer Creative – 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 produced by the **Harvard Global Health Institute**.

The Howard School (Language-based Learning Differences) – Design *Insight* magazine and Annual Donor Report. Design their student recruitment brochure, program guides, and event materials for students.

Trinity School – Design print and digital ads appearing in 8 Metro Atlanta publications. Create infographics and fundraising materials for The Trinity Fund.

Graphic & Presentation Designer • Modo Modo Agency (B2B) • 4/2019 - 9/2021

Designed eBooks, infographics, presentations, and social media graphics for the agency's client, **LexisNexis** (data analytics). Reviewed project briefs and coordinated with art directors, studio, and account managers to deliver projects on time.

Graphic & Brand Designer • Shepherd Center • 9/2008 - 12/2021

Assisted the Center with branding and marketing efforts as a primary designer for 13+ years. HIGHLIGHTS: Created the visual brand for the DVD series "Understanding Spinal Cord and Brain Injury" including the packaging, two 20-page educational booklets, marketing materials, and website. Produced and helped publish five eBooks on **Apple Books** and **Google Play**.

Graphic & Brand Designer • Woodward Academy • 5/2005 - 12/2021

Assisted the Academy with branding and marketing efforts as a primary designer for 16+ years. HIGHLIGHT: Designed *Woodward* magazine biannually for 13 years. Recognized by the Printing & Imaging Association of Georgia (PIAG) for Print Excellence.

Senior Graphic Designer • Georgia Institute of Technology • 10/2000 - 5/2005

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 • 9/1996 - 12/1999

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