

Tara Rainey

Digital Solutions
Director · Creative
Strategy & Storytelling

Contact

Phone
203-434-8835

Email
tararainey44@gmail.com

Address
Bethany, CT

LinkedIn
www.linkedin.com/in/tara-rainey

Portfolio website
tara-rainey.com

Skills

Strategy & Storytelling

- Strategic storytelling
- Executive presentations
- Narrative framing
- Data visualization
- Visual systems

Design & Prototyping

- Presentation design
- Motion graphics
- User-centered UI/UX prototyping
- Multimedia storytelling

Tools & Platforms

- Adobe Creative Cloud
- Microsoft Office
- SharePoint
- Figma
- Miro

Digital Solutions Director specializing in storytelling for complex data, product, and technology initiatives. Known for translating technical work into clear, persuasive narratives that support executive decision-making, stakeholder alignment, and enterprise initiatives within healthcare and innovation environments.

Experience

Digital Solutions Director – Enterprise Data & Analytics

Elevance Health | Dec 2025 – Present

- Partner closely with data, engineering, product, and business leaders to translate complex platforms, initiatives, and capabilities into clear narratives that support executive understanding and decision-making.
- Frame presentations, visual frameworks, and storytelling artifacts that support alignment, understanding, and decision-making across highly technical initiatives.
- Contribute strategic storytelling support across enterprise data and technology efforts, helping teams clearly communicate value, scope, and impact.

Creative Director – Innovation / Product Growth & Execution

Elevance Health | 2020 – Dec 2025

Previously: Art Manager (2022–2024) · Senior Visual Designer (2020–2022)

- Design and iterate on user-centered digital assets and interfaces that balance usability, brand standards, and strategic goals.
- Provided creative direction and strategic storytelling support for innovation initiatives spanning digital platforms, executive presentations, prototypes, and motion content.
- Supported the framing of new business models, product concepts, and enterprise opportunities through clear, persuasive visual narratives.
- Established scalable design systems, workflows, and shared tools that improved efficiency, consistency, and self-service storytelling across teams.
- Delivered high-impact presentations and multimedia assets under tight timelines for senior leadership and cross-functional stakeholders.

Recognition

Special High Performer Equity Award (2024) – Sole recipient from the Innovation team (1 of ~35), recognized for leadership and measurable impact.

Senior Presentation Designer

Epsilon (Publicis Groupe) | 2002 – 2020

- Designed high-stakes presentations and visual communications for global enterprise clients, including GM, FedEx, and Google.
- Partnered with strategy and account teams to translate complex business objectives into clear, compelling visual stories.
- Supported large, distributed marketing and sales organizations by maintaining quality and consistency across deliverables.

Education

Bachelor of Science, General Studies (Individualized Studies)

Charter Oak State College – New Britain, CT, In Progress | Expected 2026

Focus areas include data, technology, leadership, and organizational dynamics.

Associate of Science: General Studies / Digital Arts Technology

Naugatuck Valley Community College – Waterbury, CT