

# Tara Rainey

Digital Solutions  
Director · Creative  
Strategy & Storytelling

## Contact

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### LinkedIn

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### 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*