

TARA RAINEY

Creative Director
Design Strategist
Visual Innovator

Contact

203-434-8835

tararainey44@gmail.com

Bethany, CT

linkedin.com/in/tara-rainey

tara-rainey.com

Skills

Design & Creative:

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Audition)
- Motion Graphics
- Graphic Design
- Presentation Design
- Video Editing
- Sound Editing

Prototyping & UI/UX:

- Sketch
- Figma
- InVision
- Adobe XD
- Miro

Tools & Collaboration:

- Microsoft Office (Word, Excel, PowerPoint)
- SharePoint
- Data Visualization
- Project Management

Leadership & Strategy:

- Creative Strategy
- Team Leadership
- Strategic Storytelling
- Design Systems
- Rapid Prototyping

Creative Director with 25+ years of experience in visual design and strategic leadership across diverse industries. Expert in transforming complex concepts into compelling visual narratives with a proven track record in leading successful campaigns. Skilled in creative strategy and fostering collaboration across teams. Open to opportunities in innovation-driven environments.

Experience

Creative Director

Elevance Health, Innovation | 2020 – Present

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

- Lead creative strategy across digital platforms, videos, prototypes, and pitch decks that support new business models and member engagement.
- Guide the development of visual narratives for high-priority initiatives, shaping enterprise strategy and business opportunities.
- Produce executive-level videos and animated presentations under tight timelines, elevating key internal and external messaging.
- Built and manage a centralized SharePoint site that provides branded tools and templates to empower decentralized storytelling.
- Collaborate cross-functionally to translate complex ideas into engaging, strategic visuals for innovation-driven initiatives.
- Led scalable design system development and process improvements that increased efficiency and consistency across the team.
- Provided mentorship to designers and supported team growth during organizational shifts and resource constraints.

Recognition:

- Special High Performer Equity Award (2024): Sole recipient from the Innovation team, recognized for leadership and measurable impact

Senior Presentation Designer

Epsilon/Publicis | 2002 - 2020

- Designed and produced presentations and visual materials for major clients including GM, FedEx, and Google, supporting successful multi-million dollar campaigns.
- Developed customized, high-impact visuals tailored to client goals, ensuring alignment with brand guidelines and marketing objectives.
- Collaborated with account and strategy teams to deliver clear, compelling storytelling for pitches, internal communications, and global initiatives.
- Maintained consistency and quality across a wide range of deliverables, supporting over 9,000 global associates in marketing and sales functions.

Key Strengths

- Executive-level storytelling
- Innovation leadership
- Prototyping
- Brand systems

Education

Bachelor of Science: Computer Science (In Progress)

Charter Oak State College – New Britain, CT

Expected Graduation: December 2026

Associate of Science: General Studies / Digital Arts Technology

Naugatuck Valley Community College – Waterbury, CT