

TAMARA WIESEN

www.techlaced.com
twiesen@gmail.com

freelance clients

Loyalize Mobile social TV platform

Get Taxi Mobile taxi ordering application

TravelSort Hotel recommendation website

Imagiu Interior design mobile applications

Healarium Public health application

Stagedom Live experience social application

Mediaite Media news website

Styleite Fashion news website

Focus on Style Fashion blog

Oh My Rockness Live music concert listings

Oats Granola Granola company

HopStop Public transportation & directions, website

Corcoran New York Real Estate, iPhone app

The CW Network TV network, iPhone app

Imagiu Wall art, iPhone app

invest.io Stock Investments, website

Guyism Men's interest site, website

Tripology Travel Services, website

Richard Ruiz Fashion Designer, website

Urban Hazard Caution tape wallets, website

Beauty by Emily Makeup Artist, website

Lindsay Colbus Jewelry Designer, website

Restaurant Girl Food Blogger, website

Eddie Brannan Art Director, website

Orb Management Real Estate Company, logo

Montuna Group Real Estate Group, logo & website

currently

TechLaced Design, Creative Director

Freelance design company focused on web and mobile design with a strong emphasis on clean and focused UI. Clients from all industries, including education, entertainment, travel, and media. Products for a variety of platforms including iPad, iPhone, Android, BlackBerry, web applications, Facebook applications, and websites. Full portfolio at www.techlaced.com

education

Barnard College, Columbia University, New York, NY

Bachelor of Arts, Recipient Phi Beta Kappa, 2005 Graduated Summa Cum Laude, Major: History

Parsons School of Design, New York, NY

College Graphic Design Intensive, Summer 2001, Summer 2000

past experience

TouchApp Media, New York, Creative Director,

June 2009-Present

Responsible for UI, design and branding for mobile applications, including iPad, iPhone, Android. Company has clients primarily in the education field, with heavy emphasis on UI. Experience with recreating web-based applications and LMS on iPad and other mobile devices.

The Week Magazine, New York, Online Art Director,

March 2009-April 2011

Redesigned and relaunched the Week's current website. Responsible for UI, concepting, templating, design, html&css, including integrating with a new CMS platform. Responsible for overall site maintenance and improvement, building out new sections and site features.

New York Daily News, New York, Senior Designer,

August 2007-March 2009

Responsibilities include working with the design director on overall aesthetic for the main site, designing and building special sections, concepting and designing microsites, compiling advertising proposals, as well as general day to day site maintenance.

BlackBook Magazine, New York, Senior Designer,

May 2005-August 2007

Responsibilities include redesigning the BlackBook site, working with programmers to configure the CMS platform, brand the magazine's presence online. Additional responsibilities include day-to-day maintenance of the site, working as a liaison between the web content manager and the editorial department, working with the advertising department to create marketing and promotional campaigns for advertisers.

BlackBook Guide, New York, Art Director,

May 2005-August 2007

Art director for four nightlife guides for New York, Los Angeles, San Francisco, and Miami, responsible for designing an aesthetic concept for all four, overseeing their production, handling pre-press and printing, as well as laying out and production.