





# TARA BLESSINGER

812.431.6199 

tara@blessingerdesign.com 

LinkedIn.com/in/tara-blessinger 

801 N Craig Ave   
Evansville, IN 47720

## EXPERIENCE

### BLESSINGER DESIGN, LLC

Owner/Principal | May 2006 – Present

Providing clients with brand identity, marketing materials, web design, SEO, social media, publications, logos, e-commerce, e-newsletters, book design, large format custom art installations and exhibit design

---

## COMMUNITY

KOCH FAMILY  
CHILDREN'S MUSEUM  
Vice President  
Board of Directors

TALES & SCALES  
Board of Directors

POTTERS WHEEL  
Volunteer

UNITED CARING SHELTER  
Volunteer

### ONEMAIN FINANCIAL

UI/UX Designer | July 2015 – August 2019

Leading design and user experience for all customer-facing and internal mobile apps, guiding implementation of designs with development team, track, report and study UI/UX on Android and iOS devices and manage brand standards throughout all responsive designs

### SPRINGLEAF

Senior Designer | June 2014 – July 2015

Designing direct marketing materials, contests, collateral materials, promotions, brochures, web graphics, responsive marketing and social media advertising

### AMERICAN GENERAL FINANCIAL SERVICES

Senior Design Specialist | May 1999 – May 2006

Designing direct marketing materials, incentive contests, collateral materials, promotions, brochures, three-dimensional designs and web graphics

### U.S. NEWS & WORLD REPORT

Operations Coordinator | November 1994 – March 1999

Operations Team Member | September 1993 – April 1994

Supervisory position in the art department responsible for leading a design team designing page layout, color correcting, trafficking original photography, artwork and graphics while ensuring total color management of the weekly magazine

### MOBIL CORPORATION - EXXON MOBIL

Graphic Designer, Independent Contract | April 1994 – November 1994

Designing Mobil marketing materials including Masterpiece Theater™ television print materials (sponsored by Mobil), the Compass Magazine, Mobil World and The Mobil Quarterly

---

## EDUCATION

INDIANA STATE UNIVERSITY  
Bachelor of Science, 1993

MAJOR  
Graphic Design

MINOR  
Packaging Technology

INTERNSHIP  
Sony Digital Disc Corporation