



TALIN V. TCHOLAKIAN

TALINTCHOLAKIAN.COM

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EDUCATION

University of Texas at Arlington
Bachelor of Fine Arts concentration in Visual Communication, 2008
University of Houston, 2002–2005

SKILLS + INTERESTS

Experience in concept development, research, execution of print/web marketing and advertising campaigns, identity, signage, information graphics, art direction, photography and project management.

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Acrobat
MS Office, thorough knowledge of prepress and printing processes
My interests include: UX design, web design, creative direction, coding, hand lettering, attending conferences, leading creative teams and traveling

EXPERIENCE

Rice University, Development and Alumni Relations, Houston, TX, June 2012–present
Graphic Designer — Team Lead

I design and produce in-house communications materials in support of the Rice University's fundraising, engagement and stewardship efforts. I serve as a catalyst for creative thought, project timeliness, and completion. I also provide other creative services as needed, including providing art direction and strategies for photo and video projects, and contributing ideas for social media and marketing programs. I am responsible for managing the design team which includes a designer and production assistant.

Zulu Creative, Marketing & Brand Development Agency, Houston, TX, 2011–2012
Freelance Graphic Designer

I was responsible for designing a variety of deliverables for various clients over the course of a year. Deliverables included website designs, advertising, business cards, posters and identity design. Clients: MORTAR Men's Clothing Boutique, Phoenicia Specialty Foods, Relish Fine Foods, Boiler House, CultureMap, 13 Celsius, De Petra Art In Jewelry, World Class Schools

Houston Press, Village Voice Media, Houston, TX, 2009–2012
Graphic Designer

I was responsible for designing print and web advertising campaigns for various Houston restaurants and businesses, I created marketing and event collateral and managed the workflow of the design team.

ACHIEVEMENTS

CASE Silver Award [Council for Advancement and Support of Education]
Rice University's Initiative for Students: Specialty Advertising Projects, April 2015

VitalSmarts Training Course: Crucial Conversations 2015
VitalSmarts Training Course: Influencer 2013

AIGA National Leadership Retreat, Philadelphia 2013

Top 100 Social Media Power Influencers in Houston 2013
Eric T. Tung • The Social Media Guy • www.ericftung.com

ORGANIZATIONS

AIGA Houston Chapter Member 2011-present

AIGA Houston Chapter Board Member, Associate Director of Public Relations 2012-2014
I was responsible for engaging with our audiences via Twitter and Instagram, promoting upcoming events in print and online media, participating in all events and encouraging non-members to join our chapter.

LET'S CONNECT!

