

# janet tauszik

visual designer  
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## A LITTLE ABOUT ME

### Skills

#### Proficient

Print and Digital Design	Creative Direction
Figma	Brand and Identity Development
Adobe Illustrator	Implementing Brand Standards
Adobe InDesign	Social Media Design
Adobe Photoshop	Project Management
Illustration	G Suite
Data Visualization	Microsoft Office

#### Working Knowledge

UX/UI Design	Social Media Management
Sketch	HTML & CSS
Adobe AfterEffects	Copy Writing
Email Design	

### Education

#### Bachelor of Fine Arts (BFA), Graphic Design

University of Florida, graduated May 2016

Selected through a competitive portfolio review to be one of 18 students in the Graphic Design program.

### Volunteer Involvement

**AIGA Orlando** Executive Board - Secretary (2020 - Present)

**Keep Orlando Beautiful** Board Member (2017 - Present)

### Awards

#### Adobe Government Creativity Awards 2019

City of Orlando Recycling Education Campaign (Finalist)

Water Reclamation Education Center (Finalist)

#### 3CMA (City-County Communications Marketing Assoc.) 2018

Black Bee Honey Branding - Winner, Design Savvy Award

## EXPERIENCE DURING COLLEGE

### University of Florida RecSports

#### Senior Designer & Marketing Program Assistant 2015 - 2016

Promoted to manage a marketing team of 12 that produced marketing campaigns, publications, social media and website content. The team received 14 ADDY awards.

#### Graphic Designer 2014 - 2015

Conceptualized, designed, and produced various material and campaigns to reach nearly 50,000 students and faculty.

### Harn Museum of Art

#### Publication Design Intern 2015

Selected for a 2nd internship to work on the visuals and production of an 80-page book celebrating the museum's 25th anniversary, given to top museum donors.

#### Development Department Design Intern 2015

Worked with the curators of the 5 galleries on the development of a video "thank you" for their large donors.

## PROFESSIONAL EXPERIENCE

### Fundrise

#### Senior Brand Designer September 2021 - Present

The Brand Design team at Fundrise creates all materials for Leads and Investor Communication. We work closely with product designers and the Marketing team to ensure cohesive brand representation across all touchpoints.

- Collaborated with our Social Media Manager to **strategize and execute impactful campaigns**, resulting in a substantial increase in Instagram and Twitter following. We **streamlined production timelines** by developing innovative templates and efficient processes, leading to a significant reduction in project completion time.
- Orchestrated **seamless collaboration** with the Paid Social Media team to conceptualize, refine, and optimize social media ads and landing pages for enhanced user engagement and conversion.

### FitOn (formerly Peerfit) 2019 - Present

#### Visual Designer January - March 2020

#### Freelance Designer August 2019 - January 2020, April 2020 - July 2023

Originally hired as a part-time freelance designer, then brought on in a full-time role with their fully remote team. As one of the company's newest employees, I was part of a large layoff due to the impacts of COVID-19. I was brought back in a contract-freelance role to continue the work I was doing previously.

- **Initiated branding consistency strategies** and planning to replace outdated designs and ensure that all departments were representing the company uniformly, including photo style and treatment, typography, illustration style, and consistent layouts.
- **Worked closely with Marketing** to ideate illustrations, social media content, and creative strategy for a B2B product.

### City of Orlando 2016 - 2020

#### Graphic Designer III October 2018 - January 2020

Promoted from Level I to Level III as a result of successfully completing challenging projects above expectations. Worked on large projects from concept to completion across all city departments.

- **Created branding for Creative Village**, a \$1.5B, 68-acre innovation district in Orlando, encompassing housing, dining, education, and offices.
- **Increased recycling adherence** of residents with designed user-friendly bin tags, triggering extended branding updates on garbage truck wraps, bin stickers, and ongoing communication. Recognized as a 2019 Adobe Creative Government Awards Finalist.
- **Developed educational displays and signage** for the new Water Reclamation Education Center, establishing the branding with bright colors and simple infographics to make the information easy to understand for children. Also honored as a 2019 Adobe Creative Government Awards Finalist.

#### Graphic Designer I May 2016 - October 2018

Originally tasked with designing for local projects (parks, centers, trails), quickly advanced to lead major initiatives. Collaborated with senior leaders, cross-functional teams, and external vendors for high-impact outcomes.

- **Created the city's style guide** for its rebrand, which was being finalized when I was hired. This guide was used across all city departments, unifying city communication and marketing, and was continually updated as the brand continued to grow.