

ABOUT

Innovative and versatile Communications Manager and Graphic Designer with over 15 years of experience. Proven ability to develop compelling brand identities, impactful marketing, and engaging content strategies. Known for creativity, adaptability, and a collaborative approach. Former client testimonial: "TaSin has a keen eye for detail. She takes her background in photography and turns an idea into pure imagery."

PROFESSIONAL CAREER

COMMUNICATIONS MANAGER - Legal Services for Prisoners with Children (LSPC) Oakland | 2022 - Present

- **Campaign Leadership:** Served as Communications Lead for the official CA Prop 6 campaign, LSPC's first ballot committee. Designed the campaign branding, logo, and website, ensuring alignment with organizational messaging. Coordinated with public relations teams, approved external design work, and fostered collaboration with partner organizations by sharing campaign assets and strategies.
- **Project Management:** Led the Irvine Foundation Billboard Project, transitioning the initiative into a documentary on involuntary servitude. Managed vendor relationships, served as the primary reviewer for design submissions, and cultivated partnerships that secured pro bono contributions for subsequent campaigns.
- **Event Communications:** Directed communications efforts for major annual events, including LSPC's 45th Gala, Annual Quest for Democracy, and the Annual Community Giveback. Led weekly meetings, assigned tasks, and ensured timely execution of all communications deliverables.
- **Editorial Oversight:** Rebranded and revitalized LSPC's monthly printed Newspaper, improving content quality and expanding its reach. Solicited targeted contributions, managed internal and external partnerships for distribution, and established a process for compensating contributors.
- **Strategic Partnerships:** Expanded the newspaper's distribution network, securing re-publication of LSPC stories in AfroLA, Davis Vanguard, and SF Bay View Newspaper.
- **Team Management:** Supervised and mentored the Communications Associate, delegating tasks, encouraging leadership growth, and fostering professional development.
- **Content Creation & Design:** Produced high-quality marketing materials, including annual reports, infographics, and promotional items. Consistently delivered creative solutions under tight deadlines, such as designing and launching the Prop 6 logo and website within days.

CONTRACTED DESIGNER - Legal Services for Prisoners with Children | Oakland, CA | 2016 – 2022

- Redesigned and managed the organization's website, ensuring cohesive branding and regular updates.
- Created compelling marketing collateral, including annual reports and advocacy materials, supporting fundraising and community outreach goals.

FREELANCE DESIGNER - tasindesign.com | Nationwide | 2009 – Present

- Built and maintained strong client relationships, providing design and branding services to businesses nationwide such as website creation, logos, product labels, style guides, annual reports, newsletters, and other collateral.
- Clients include: The Oakland Museum of California, SF Bay View Newspaper, African American Museum and Library at Oakland, Raise Financial Advisors, Mindsite News, Tuskegee University, Silicon Valley African Film Festival, Delightful Foods, Kitchen Table Advisors, LeaderSpring Center, and others.

WEBMASTER/GRAPHIC DESIGNER - New America Media | San Francisco, CA | 2004 – 2009

- Collaborated with the creative team to produce print and digital assets for marketing campaigns.
- Managed daily website updates and ensured timely content delivery.

SKILLS

Education: California College of the Arts - BFA in Fine Arts Photography, 2004

Recipient of the 2000 Portfolio Scholarship and 2003 NABJ Photography Scholarship.

Professional skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, WordPress, Google Analytics, Mailchimp, Microsoft Office Suite, SLR photography, studio lighting, retouching, video editing, storyboarding, content strategy, social media management, editorial oversight, campaign planning.

Achievements: Published Books: 100 Families Art & Social Change (2004), Madagascar Made (2011), Big Kids Can (2022), Big Kids Can Help Out (2023). Currently working on a book about my pilgrimage to Mecca.

Interests: Hiking, re-learning Spanish, writing poetry, and spending time with my three sons.

TASIN SABIR



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