

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 - Friends of the Children-SF Bay Area

San Francisco | May 2025 - Present

- Driving engagement and fundraising through media, social, and event communications with proven impact on brand visibility and donor stewardship.

COMMUNICATIONS MANAGER - Legal Services for Prisoners with Children (LSPC)

Oakland | 2022 - May 2025

- **Communications Leadership & Strategy:** Directed communications for LSPC and the official California Prop 6 campaign, the organization's first ballot committee. Designed campaign branding, logo, and website; coordinated with PR teams; and aligned messaging with partner organizations by sharing assets and strategies. Led the Irvine Foundation Billboard Project, transforming it into a documentary on involuntary servitude while managing vendor relationships and securing pro bono contributions for future campaigns. Produced high-quality marketing materials—including annual reports, infographics, and promotional items—and delivered creative solutions under tight deadlines.
- **Editorial & Project Management:** Served as Editor-in-Chief of LSPC's monthly newspaper, leading its rebrand, revitalization, and expansion. Improved content quality, established contributor compensation processes, and secured story re-publication in AfroLA, Davis Vanguard, and SF Bay View. Directed communications for major events including LSPC's 45th Anniversary Gala, Quest for Democracy, and Annual Community Giveback. Supervised and mentored the Communications Associate, leading weekly meetings, delegating tasks, and fostering professional development.

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).

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

TASIN SABIR



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