

CONTACT

✉ tlapaglia78@gmail.com

☎ 661-886-4146

📁 tlapaglia.work (Portfolio)

PERSONAL PROFILE

Graphic designer with over 25 years of experience in design, creating commercial products with a niche in off-road and action sports media. Expertise in digital publishing, web UX/UI, and promotional campaigns that drive engagement and sales.

EXPERTISE

- Highly proficient in magazine design and layout for print & digital formats.
- Promotional advertising design, including trade show materials and direct mail.
- Image editing and logo design with attention to UX/UI principles.
- Product packaging design optimized for user experience and brand consistency.
- Demonstrates ability to maintain industry graphic design standards, improve overall quality, and ensure accessibility in web/media outputs.

SOFTWARE KNOWLEDGE

Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, WordPress, Mailchimp, Campaign Monitor, BigMailer

EDUCATION

Platt College, Pasadena, CA

- Associate of Arts Degree, Graphic Design Certificate, Multimedia
- Brooks College, Long Beach, CA Graphic Design Coursework

PERSONAL SKILLS

- Proven ability to consistently meet deadlines while handling multiple tasks.
- Acknowledged for techniques to edit and manipulate images with attention to detail, meeting client needs in UX/UI-focused projects.

WORK EXPERIENCE

Art Director, Graphic Design & Digital Media

Hi-Torque Publications, Various Positions / 2000–Present

- **Dirt Bike & Dirt Wheels (2018–Present):** Directed art and graphic design for monthly issues, overseeing layouts that increased reader engagement through optimized visuals.
- **Electric Bike Magazine:** Led graphic and web design as Art Director, enhancing UX with responsive elements that boosted online subscriptions.
- **R/C Car, ATV/UTV Action:** Designed graphics for print and digital, focusing on high-impact compositions.
- **Promotions Manager (All 7 Titles):** Managed promotional campaigns across titles, coordinating with manufacturers to deliver targeted ads and sweepstakes.

Key Projects Under Hi-Torque

- Performed overall layout and composition for action sports publications, utilizing desktop publishing techniques to meet tight deadlines.
- Developed page designs with digital image editing, ensuring preflight-ready PDFs for press output.
- Created specialty print inserts, direct mail ads, and trade show backdrops/banners, incorporating UI-friendly elements for digital versions.
- Conceptualized promotional designs, including logos and partner collaborations that drove industry partnerships.
- Designed subscription print/web banner ads, bind-in cards, cover wraps, and renewal mailers, optimizing for web UX to improve conversion rates.
- Managed email marketing campaigns (promotional, holiday, renewals) using tools like Mailchimp, resulting in higher open rates through A/B testing.
- Built and maintained e-commerce websites for subscriptions using WordPress, HTML, CSS, and JavaScript, focusing on intuitive UI for seamless user navigation.

Web / Digital Media Design

ClickFly Media (Freelance) / 2000–Present

- Created and designed email marketing campaigns (promotional, informational, holiday), emphasizing UX to enhance click-through rates.
- Built and maintained WooCommerce stores for action sports products using WordPress, HTML, CSS, and JavaScript, ensuring responsive design and accessibility standards.