

Tamara Gould

Graphic Design and Visual Communications Specialist

EDUCATION/PROFESSIONAL REGISTRATION

- B.A., Fine Art, University of California, Los Angeles
- Certificate of Completion, Santa Monica College of Design, Art and Architecture
- Study of Sculpture at L'Accademia di Delle Arti, Venice, Italy

VALUE

- Relevant experience in the graphic design of visual communications materials, brochures, signage, instructional and outreach collateral for corporate, non-profit, and government projects.
- Experienced in creating event branding and graphics for all aspects of indoor and outdoor events.
- Experience in creating materials that communicate effectively to diverse audiences, including the creation of multi-lingual documents and signage.
- High-level industry knowledge and expertise.
- Proven track record completing both large- and small-scale projects on time and on budget.

Ms. Gould has nearly 25 years of professional experience as a branding specialist, graphic designer and artist. Before founding her business, Waking State Design, Ms. Gould worked closely with some of the most esteemed design visionaries of our time, Deborah Sussman, Paul Prejza, and Jon Jerde. These experiences coupled with her fine art education informed her professional vision, work ethic, creativity and open-minded approach to solving design problems.



Since launching Waking State Design in Los Angeles in 2003, she has worked with a broad variety of clients in myriad sectors – architectural firms, development companies, corporations, non-profits global and local, universities, retail establishments, small businesses, among others. Notable clients include: the University of Southern California, University of California, Los Angeles, Gensler, Unibail-Rademco-Westfield (formerly Westfield Corporation), Gensler, Friends of the Israel Defense Forces, Los Angeles County Department of Military and Veterans, and the National Organization of Women Business Owners Los Angeles.

Showcase projects include comprehensive signage design for the Lucky Dragon Hotel & Casino in Las Vegas; book designs for Gensler and The Jerde Partnership International, Inc.; marketing collateral for Westfield Corporation; comprehensive event graphics for Asia Society Southern California, Friends of the Israel Defense Forces, and the USC Marshall School of Business Asia Pacific Business Outlook Conference; as well as identity designs for UCLA, USC, government agencies and a multitude of businesses large and small.

Waking State Design, Topanga, CA
OWNER, FOUNDER, ART DIRECTOR

2003-Present

Waking State Design is a full service graphic design and branding studio, creating visual communications and branding solutions that elevate connection and inspire action. Since 2003, WSD has been supporting start-ups, Fortune 500s, architects, higher education, hospitality, non-profits, and more.

The Jerde Partnership International, Inc., Venice, CA
GRAPHIC DESIGN DIRECTOR, ASSOCIATE

1997 – 2002

Worked with senior leadership and staff on all major project books, proposal and competition submissions, poster boards, architectural details, research and writing.

Sussman/Prejza & Co., Inc., Culver City, CA
PUBLIC RELATIONS, ARCHIVIST, GRAPHIC DESIGNER

1995 – 1997

Worked with senior leadership; designed proposal books and specific design projects; archivist for extensive slide and imagery library; executive written communications.

Eric Owen Moss Architects
PUBLIC RELATIONS, ARCHIVIST, GRAPHIC DESIGNER

1992-1005

Worked with senior leadership; designed proposal books; exhibit design; public relations outreach; archivist for extensive slide and imagery library; executive written communications.