

I'm an **artist, a graphic designer,** and an impulsive recluse who decided to dabble in **fashion.** I also like long walks in the park, Beyoncé, and I binge watch social media like it's Netflix.

**- TAMARA ANN JOHNSON**





# ABOUT TAMARA

I've been an artist all my life, since grade school I've had a fondness for freehand sketching. Pen and ink illustrations have been my go-to mediums due to their ability to capture my rawest forms of visceral art. Thanks to my late father's past time hobby of collecting comic books, I have woven the techniques of action and exaggerated illustration into my work that gives most of my pieces a unique signature.

I would like to say that I am thoroughly self-taught but my true formal training began at West Catholic High School in Philadelphia, Pennsylvania; life drawing and illustration classes at Moore College of Art; and later attending Howard University to study architecture and design.

Alongside my passion I developed a creative brand named *Liliglow* that celebrates 7 years of handmade and independent fashion. In that time frame I owned a small boutique in West Philadelphia for 1 year that was a design house for unique creations by local artists, makers, and musicians.





**BRANDING**

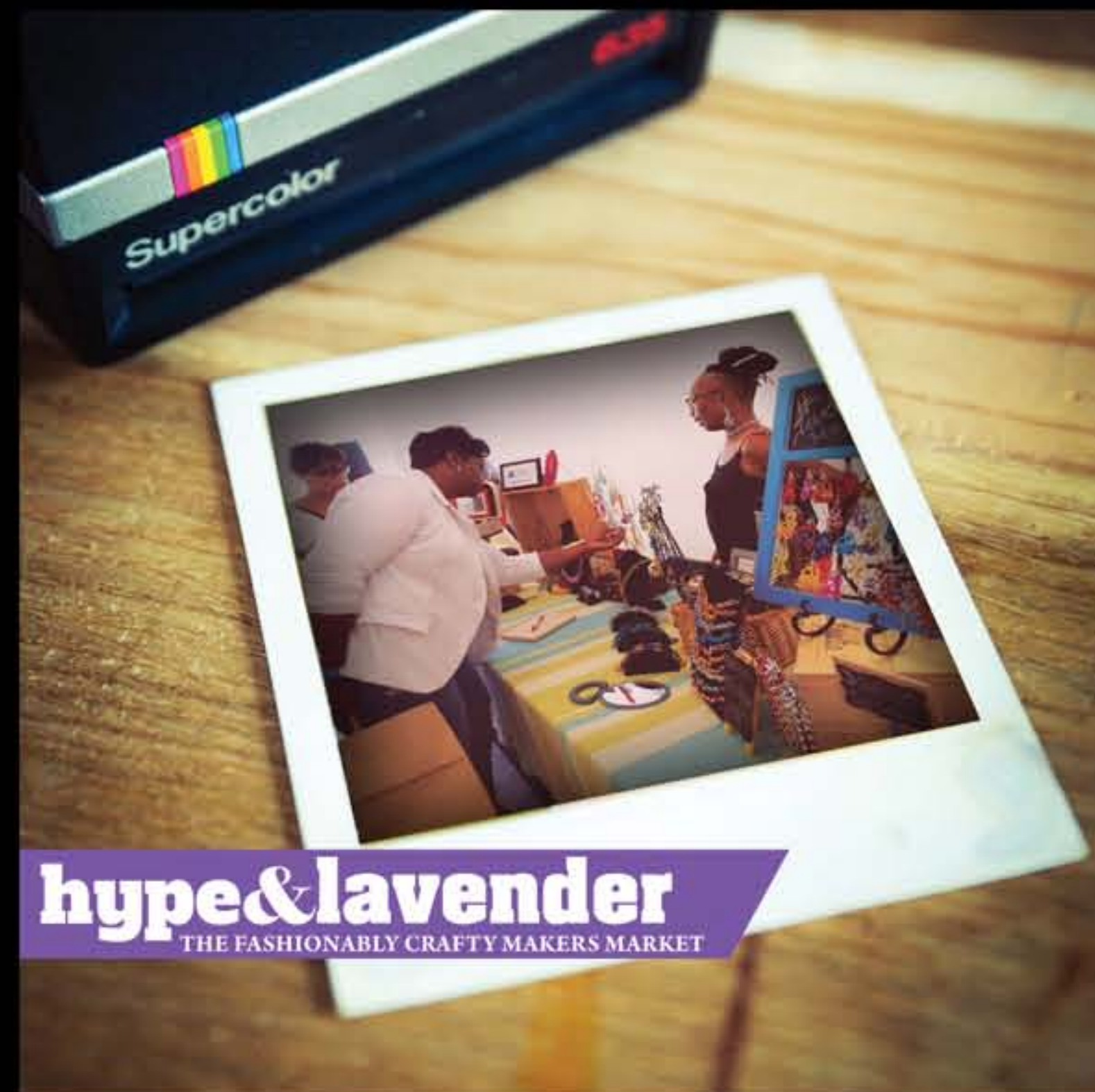
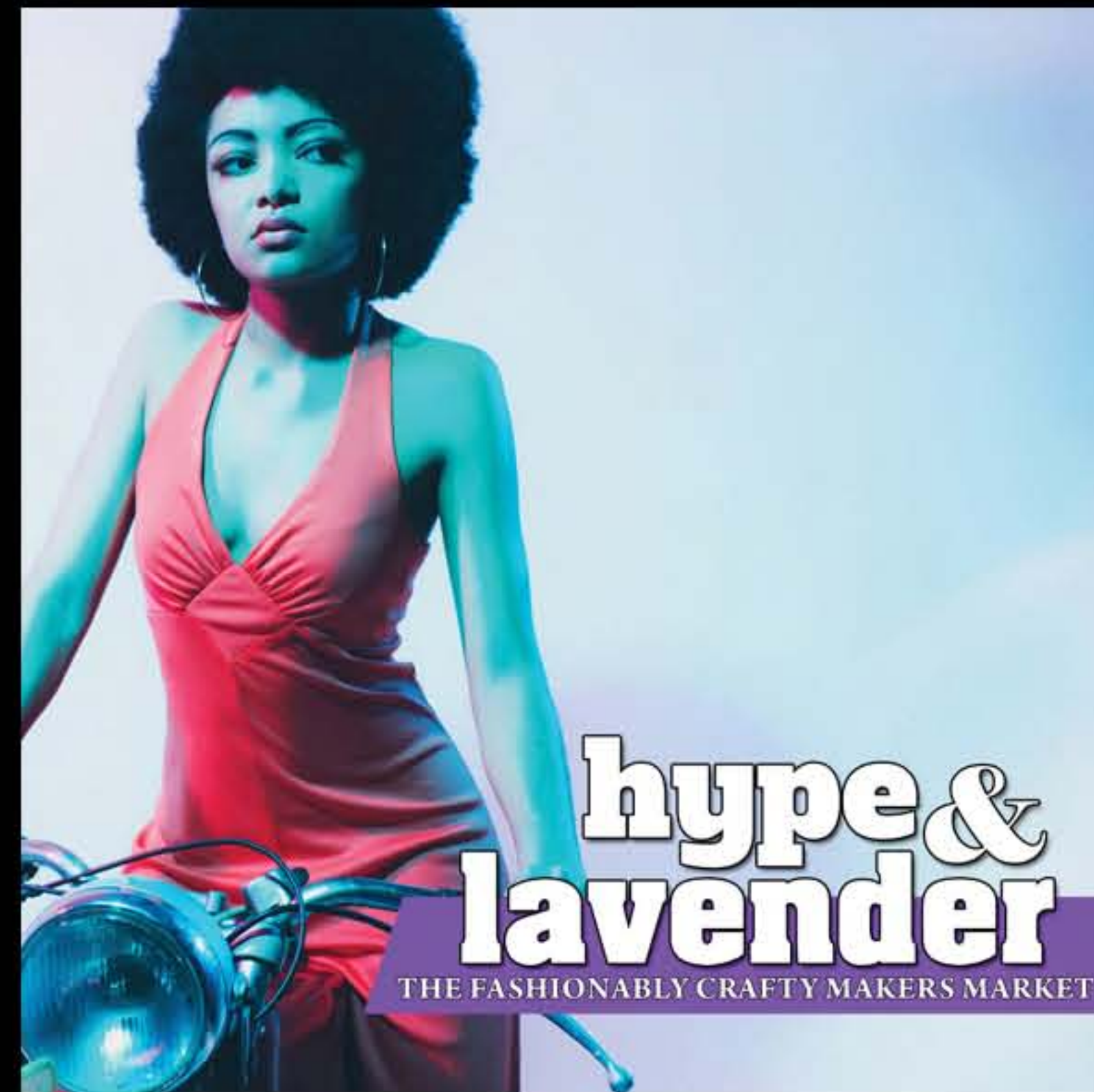
**PHOTOGRAPHY**

**MULTIMEDIA**

**SPECIAL PROJECTS**



# BRANDING



## Event Marketing

Social and printed media were essential tools for brand recognition to promote attendance and prospective vendor acquisition for event.

Environmental marketing elements were also included during the show, such as large scale posters and projected wall images that were distributed via the web during early on targeted promotion.





### PHOTOGRAPHY

Mainstream graphics of glossy high profile advertisements make it hard for many consumers to feel connected to brands they would unassumably love and continue to purchase again, especially if it seems to convey a high price point. My approach to product photography is using subjects who have an everyday appearance, are approachable, and feel comfortable and relaxed on camera. With the help of mobile phones, a naturalized treatment seems to be the most successful, albeit rawest form of photography for advertising that I enjoy.





[www.vimeo.com/liliglow](http://www.vimeo.com/liliglow)

## MULTIMEDIA

As an artist, I love to learn about the creative process of others. The series of videos below are interviews I conducted with fellow designers and artisans to learn about their passions and best advice to give other aspiring brand makers. I have also spotlighted my experience in entrepreneurship and independent retail. All videos were filmed using my iPhone 6 Plus, edited in iMovie, with light graphics applied in Adobe Photoshop. Most videos were shot in one take. All videos are available to share with credit given to the interview and source.





# SPECIAL PROJECTS

## WOMENSWEAR | GARMENTS & PRODUCT DEVELOPMENT



In the past decade I have progressed from art and graphic design to fashion. Most of my sewing techniques are self taught, but this endeavor became a favorite past time. It's influence piqued my interest to go forward with entrepreneurship and I opened my first independent boutique after building my concept brand, Liliglow. The time in between has given me a broader sense of artistic collaboration and product development.

MODEL CREDIT (FROM LEFT TO RIGHT) Alison Bowser, Allene Foster, Tamara Johnson, and Shonique Andrews



# CONTACT

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## PORTFOLIO

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## SOCIAL

[www.instagram.com/shopliliglow](http://www.instagram.com/shopliliglow)

[www.facebook.com/liliglowboutique](http://www.facebook.com/liliglowboutique)

[www.vimeo.com/liliglow](http://www.vimeo.com/liliglow)

[www.flickr.com/liliglow](http://www.flickr.com/liliglow)