

TANISHA AMARA ANN-MARIE JULIEN

Digital Designer | Art Direction • Web • Campaign & Content

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SUMMARY

Digital designer, art director and independent creative producer with 4+ years of independent practice building Demetria's Cousin, a fictional broadcast network and original IP spanning advertising, branded entertainment and digital culture. I design and build its visual identity, WordPress site, campaign concepts, video and interactive experiences, and maintain its archive. Background in makeup art and design, photography, lighting, compositing, audio and performance. I move from concept to implementation, using AI tools under my own creative direction. Familiar with live creator platforms; comfortable with intimate wellness, sexuality and body-positive brand voices.

EXPERIENCE

Creative Director & Designer | Demetria's Cousin Productions (independent) | 2022 – Present

- Art-directed and designed the identity, logo and visual system for an independent media brand across web, video, thumbnails, social and advertising.
- Built and manage the WordPress site: theme, layout, publishing, taxonomy and metadata for a growing video archive; handle hosting, SSL and redirects.
- Created and implemented the "R U HUMAN?" image CTA as a broadcast-interface element.
- Built *Baby's First Webpage* (IHAE 6), a responsive HTML/CSS web piece, and prototyped an interactive station-entry experience in Base44. [IHAE 6](#) ↗ [Base44 Prototype](#) ↗
- Designed a responsive desktop and mobile onboarding email concept in Figma (Babel Limited, Stage 01): components, AI-assisted wireframing, copy and narrative brief. [Figma Design](#) ↗
- Created campaign visuals and ad concepts spanning branded entertainment and digital culture, from Bobo Babel (a Chanel No. 5 spoof) to branded visual campaigns for the Demetria's Cousin world. [Pics](#) ↗ [Shorts & Ads](#) ↗
- Produce, shoot, edit and independently publish original video; recovered and catalogued archive assets and maintain rights and music-credit records.

Performance & Digital Media | Demetria's Cousin Productions | 2022 – Present

- **I'M HAVING AN EPISODE (IHAE):** an ongoing self-portrait series and creative archive of 24 episodes, published in stages, plus additional works. Explores identity, embodiment, sexuality and self-representation through video and performance. Independently produced, edited and published; copyright registered.
- **Demetria's Cousin's LIVE SHOW ft. Tia Fox & other charming i(con)s:** independently developed and ran a live-stream neo-burlesque workshop, improvising show concepts and performing as Tia Fox on live creator platforms.
- Self-directed modeling and self-portraiture: styled, lit, shot and retouched my own images (Lightroom).

Actor | as Tanisha Amara | 2016 – 2022

- Professional actor in on-camera film, television and commercials and on stage. Independent (2016–2019), represented by Star Talent Inc. (2019–2021), then independent again (2021–2022), producing my own headshots, audition materials and demo reels, the self-directed workflow that led into Demetria's Cousin. Credits and training available on request.

Makeup Artist | 2017 – 2019 | Student and indie film sets, plus private clients (paid and unpaid)

Childcare & Youth Programs | 2010 – 2022 | Swim Instructor · Lifeguard · After-School Supervisor · Extracurricular Instructor · Nanny

SKILLS & TOOLS

Design & Visual: Art direction, brand/visual identity, image compositing, campaign and email design, colour theory, Figma, Canva

Web & Technical: WordPress, HTML/CSS, responsive design, taxonomy and metadata, Base44 prototyping, hosting, SSL and redirects

AI-Assisted Workflow: Claude · ChatGPT · Gemini · Figma AI · Base44, used under my own art direction and QA

Audio: AVID Pro Tools, audio editing and production

Content & Video: CapCut, video production and editing, Lightroom, content repurposing, digital asset management

EDUCATION & CERTIFICATION

Complete Makeup Artist Diploma | CMU College of Makeup Art & Design | 2017–2018

Fashion, theatre, hair, film/TV, prosthetics & character design

Nursing | Toronto Metropolitan University | 2015–2016

Curious how that year became my original character, Night Nurse? Happy to tell the story.

International Baccalaureate Diploma | 2010–2014 | Higher Level Theatre Arts · Standard Level Psychology

AVID Pro Tools Certification | 101/110 Specialist · 201/210M Level II Professional | ProMedia Training, 2025

Languages: French (working proficiency)