

# TASIA CRAFT

## Vice President Operations



A native San Diegan with business and family ties to America's Finest City, Tasia comes to Madaffer Enterprises with 20 years of experience in the shopping center property management industry, where she held positions in operations, marketing and real estate development.

As the Development Coordinator for Westfield's San Diego region, Tasia has worked on multiple portfolio assets, with flagship and residential developments with job costs of \$1.2 billion. Tasia was recently involved with the University Towne Center expansion and 23-story residential tower developments in La Jolla, California. There she acted as liaison for the project developer, coordinating with a 200-person construction staff, financial analysts, fee developer and joint venture partners.

Tasia is also a freelance graphic designer and artist specializing in logo design, branding collateral, as well as web design, she brings a creative and strategic approach to all business endeavors. Tasia attended San Diego State University for Graphic Design and holds an Associate's Degree and Certification in Business Administration.

In her free time, Tasia enjoys live music, special effects make-up, painting, sculpting and all things creative in nature. Most importantly she adores spending time with family and friends often frequenting local beaches and craft breweries.

Tasia can be reached at (858) 627-0727 ext. 151.