

Tessa Baum

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Education

Northeastern University

Boston, MA

Design (B.F.A),
Communications Minor

Honors: Summa cum laude

Software

Adobe CC Suite, Figma, Google Suite, Hootsuite Platform certification, Microsoft Office, Notion, Procreate

Skills

Brand + Identity
Brand strategy
Budget + grant writing
Design research methods
Digital UI/UX
Experience design
Organizational communication
Project management

Awards

May 2024

Dean's Special Recognition
Issued by Dr. Elizabeth Hudson
Northeastern University

May 2024

Meserve Award
Issued by Dietmar Offenhuber
College of Communications,
Art, Media & Design

Fall 2020–Spring 2024

College of Communications,
Art, Media & Design Dean's List
Northeastern University

Experience

iFactory / UX/IA Design Co-op

Boston, MA, July 2023–Dec 2023

Pitched + executed design and interaction strategies for higher education, publishing, and nonprofit clients. Wrote + administered user testing. Developed and presented site maps, user journeys, and personas. Ensured highest standards for web accessibility.

Ogilvy / Design Co-op

Cambridge, MA, July 2022 - Feb 2023

Art directed animation for global vaccine campaign. Designed strategic digital, print, and cross-channel content for 20+ biotech and healthcare clients. Implemented brand best practices and strategized through visual identity research.

Scout Design Collective

Boston, MA

Executive Director

July 2023–June 2024

Led strategic growth and operations, increasing enrollment by 38%. Defined and communicated organizational and brand vision. Coordinated clientele, stakeholders, and advisory board. Oversaw 140+ members and 30+ client accounts. Advised and mentored team directors (9) + respective programs (7)

Initiatives: 10th anniversary, strategic + visual rebrand, develop new team: Playground

Marketing + Events Director

July 2022–June 2023

Facilitated team (7) of designers, media manager, copywriter, event coordinator, and photographer to manage Scout's brand voice and outreach strategy. Increased engagement by 36% in-person and 21% digitally. Held 25 events on design research, education, and skill building.

The Mayor's Office of New Urban Mechanics / Designer + Strategist

Boston, MA, Sept 2021–Dec 2021

Consulted City of Boston's Office of Food Access and MONUM in design research and prototyping of design solutions for the Summer Eats Program.