

Tessa Baum

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Experience

NYC Dept. of Parks & Recreation / Graphic Designer

New York City, NY, Dec 2024–Present

Consult Parks' departments across all boroughs of NYC with design centered solutions aimed to increase brand awareness, funding, and engagement for Parks. Uphold and expand brand standards by designing merchandise + apparel, multi-channel printed + digital touchpoints, and environmental signage. Strategize, art direct, and photograph marketing campaigns. Use design research methods to evaluate and improve internal Parks processes/systems.

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 / Executive Director

Boston, MA, July 2023–June 2024

Led strategic growth and operations for student design agency. Increased enrollment by 38%. Defined brand evolution efforts for a multi-year visual identity system. Coordinated clientele (over 30 projects), stakeholders (investors and college admin), and advisory board. Oversaw 145+ members, 30+ client accounts, low 6-figure yearly budget. Advised team directors (9) + programs (7).

Education

Northeastern University

Boston, MA, 2024

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

Art Direction
Brand + Identity Design
Brand Strategy
Budget + Grant Writing
Design Research Methods
Digital UI/UX
Experience Design (IRL)
Organizational Communication
Project Management

Awards

Dean's Special Recognition
(May 2024)

Issued by Dr. Elizabeth Hudson
Northeastern University

Meserve Award *(May 2024)*

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

College of Communications,
Art, Media & Design Dean's List
Northeastern University
(Fall 2020–Spring 2024)