

Tessa Baum

tessabaum.com

Education

Northeastern University

Boston, MA, Expected 2024

Graphic Design (B.F.A),
Communication Minor

GPA: 3.9

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

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 Student-led Design Collective

Boston, MA

Executive Director

July 2023–Present

Lead strategic growth + operations. Communicate organizational + brand vision. Coordinate clientele, stakeholders, and advisory board. Oversee 140+ undergraduate and graduate students and 30+ client projects. Advise team directors + respective programs: Studio, Labs, Conference, Playground, Media, Marketing + Events, and Community.

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

Marketing + Events Director

July 2022–June 2023

Facilitated team of (7) designers, media manager, copywriter, event coordinator, and photographer to manage Scout's brand voice + outreach strategy.

Labs, Studio / Designer + Strategist

Sept 2021–June 2022

Consulted City of Boston's Office of Food Access in research and prototyping of design solutions for the Summer Eats Program. Designed brand identity, UI, and packaging for the studio's diverse clientele.