

tess cloud

Graphic designer

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Portland, OR

Graphic designer

Mar. 2022 - Present

Quickbase

Quickbase is a no-code/low-code platform that helps businesses build and automate custom applications. As graphic designer, I contributed to the company's rebranding initiative, ensuring a cohesive visual identity across all touchpoints. In addition to the rebrand, I:

- Lead the development of print and digital marketing campaigns, including geo-targeted airport ad take-overs, featuring bold and often humorous creative that increase attendee engagement through mobile and print ads.
Curate and standardize brand color, graphics, photography, and iconography, establishing a consistent and recognizable visual identity across all platforms.
- Design and direct high-impact trade show booths that significantly boost attendee interaction, earning frequent praise for creativity.
- Design and produce quarterly reports, infographics, and eBooks that strengthen content marketing efforts and improve audience engagement.
- Collaborate with the web team to develop web graphics, landing pages, and wireframes

Graphic designer & 3D animator

Apr. 2016 - Feb. 2022

Overit

Overit was a full-service creative agency in Albany, New York that worked with a variety of clients in the capital region and beyond. When I worked there, I designed for accounts such as higher education, public transit, HVAC, pest control, and New York State offices.

- Developed print, social, digital, and out-of-home assets for a diverse range of clients, including an admissions campaign for a top SUNY community college in the Hudson Valley.
- Created storyboards and designed digital and social assets for a commercial shoot for the Capital District Transportation Authority, showcasing its entire fleet through animation.
- Designed a bi-monthly infographic series for a New York health blog, which earned a Silver ADDY Award.
- Illustrated a brand mascot that was transformed into a 3D character in an animated commercial.
- Animated various characters for commercials bringing unique concepts to life.

Software

Illustrator, Photoshop, InDesign, Premiere, XD, Canva, Procreate, Wordpress

Skills

Branding, print and digital design, data visualization, web design, illustration

Education

California State University, Chico | Applied Computer Graphics