

MOBILE

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PORTFOLIO

TessaBiava.com

TESSA BIAVA

creative

ART DIRECTION & DESIGN

CLIENTS

- Three Square
- Penguin Publishing House
- Red Tower Publishing
- Bloomsbury
- Neiman Marcus
- DoorDash
- EA Bioware
- NFL Raiders

STRENGTHS

- Diverse Experience
- Fast Turnarounds
- Print & Digital Design
- Event Design
- Creative Direction
- Art & Illustration
- Brand Identity & Development
- Creative Problem Solving
- Adobe Creative Suite Skills
- Figma
- Procreate
- Motion Graphics

SKILLS

- Ad Concepts
- Logo's / Branding
- Illustration
- Print & Digital Assets
- Business Collateral
- Brochure / Posters / Folders
- Corporate Reports
- Environmental / Signage
- Event Design & Graphics
- Photo direction / Staging
- Web / Social
- Copywriting / Trademarks
- Retail Merchandise Design

I am a Marketing Graphic Designer at Three Square Food Bank, the largest hunger relief organization in Southern Nevada. With over 11 years of experience in graphic design and web development, I have a passion for creating engaging and impactful visuals that support brand missions and elevate their marketing reach on this fast paced world.

2022-NOW

MARKETING GRAPHIC DESIGNER THREE SQUARE

- Lead efforts for **brand development** and **marketing**. Create impactful visual solutions for events, **paid media**, **ad concepts**, **identity design**, **print collateral**, and **digital assets**.
- Expertise in **visual quality assurance** of image size format, color format, and file delivery format, image optimizing, retouching, manipulation, color corrections
- Manage multiple projects and collaborate with clients like Neiman Marcus, Nevada Congress, Nevada Department of Agriculture, Food Bank of Northern Nevada, Feeding America, and SNAP.
- Establish **design direction** and full-cycle production for **corporate events/campaigns** like Las Vegas Restaurant Week, Reports, Fashion for Three Square, Hunger Action Month, Bag Childhood Hunger, Meet Up & Eat Up, Holiday Match, and more.

2020-NOW

CONTRACT GRAPHIC ARTIST BLOOMSBURY PUBLISHING, RED TOWER PUBLISHING, etc...

- **Identity design, illustrations, concept art, book covers, typeface.**
- **Branded Merchandise** – honed creative **copyrighting** skills for books such as Fourth Wing, Iron Flame, Throne of Glass, Crescent City, A Court of Thorns and Roses, From Blood and Ash, etc...

2011-NOW

OWNER OF FREELANCE CREATIVE STUDIO HONESTLY YOU STUDIOS

- Working with **outside print vendors** and **digital production** for **branded merchandise** and **logos**.
- Displayed artistic dexterity – employing a variety of styles to achieve client objectives for **custom web / social designs, character creations, concept illustrations, business collateral, digital assets, iconography**, etc...