

Tessa Bauer

Graphic Designer

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Experience

UX Designer

Digital Corps Out in Tech

-Collaborated with a **10-person team** of engineers and designers to rapidly design and launch a 2 nonprofit websites in under 8 hours.

-Had **ownership of the graphic design and UX layout**

-Created **wireframes, prototypes, and brand-aligned visual assets** while applying user-centered and accessibility-first design principles.

-Solved usability challenges and ensured the site was functional, readable, and inclusive across devices.

Remote - 2025

Marketing Designer

River Country Co-op

-Designed and executed **print and digital marketing assets** supporting recruitment events, in-store promotions, and brand campaigns across multiple convenience store locations.

-Produced **rack cards, event signage, digital ads, and branded promotional materials**, ensuring visual consistency across channels.

-**Updated and standardized** convenience store signage across 5+ locations.

-Designed and monitored **paid social media advertisements** and refined based on performance insights.

Chippewa Falls WI - 2024

Photojournalist

Volume One

-Edited and delivered **100+ images for print and web publication**, ensuring quality and brand alignment across platforms.

-Served as **lead photographer at 10+ community events**, capturing on-site coverage under tight deadlines.

-Met weekly with a mentor to strengthen technical execution, storytelling, and post-production workflows.

Eau Claire WI - 2023

Brand Designer

Buckeye Restaurant & Suites

-Designed **30+ menus, signage systems, and printed promotional materials** for small businesses, strengthening brand consistency across physical touchpoints.

-Created 50+ **custom social graphics and digital marketing assets** to support campaigns and audience engagement.

-Developed visual strategies aligned with brand goals to improve clarity, cohesion, and market positioning.

Clyde OH 2020-2021

Skills & Technology

Design: Brand Identity Design, Visual Strategy, Art Direction, Typography, Layout Design, Print Design, Digital Design, Marketing Collateral, Social Media Graphics, Campaign Concept Development, UX/UI Layout, Wireframing, Prototyping

Production: Prepress Preparation, Large-Format Signage, File Setup for Print & Web, Asset Management, High-Volume Design Production

Technology: Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, Adobe XD, Canva, WordPress, HTML/CSS (basic), Meta Ads Manager, Google Analytics, Google Workspace, Microsoft Office

Marketing: Paid Social Ad Design, Campaign Asset Development, Recruitment Marketing, Audience Targeting, Brand Guidelines, Cross-Channel Visual Strategy, A/B Testing

Education

Graphic Design

Bachelor of Science - Full Sail University, FL

Information Technology & Networking

Transfer Credits, Terra State University, OH

UX Design Professional Certificate (In Progress)

Google, Remote, Sep 2025-Currently Enrolled

Volunteer Experience

Policy Council Member - Great Lakes Headstart

-Collaborated with staff and families to support education initiatives and program planning.

-Participated in policy discussions, parent engagement strategies, and community outreach efforts.

-Advocated for family-centered programming and helped strengthen school-parent communication.

Content Contributor - Eau Claire Humane Association

-Participated in brainstorming sessions to develop story concepts aligned with adoption and fundraising goals.

-Collaborated with staff to shape messaging and refine content direction for community engagement.

-Researched animal stories, organizational initiatives, and event highlights to support content development.

School Volunteer - Chippewa Valley Montessori

-Assisted teachers and staff in classroom organization, event coordination, and student support.

-Helped create positive, structured learning environments through hands-on engagement.

-Supported school programs and special events to enhance student experience.