



Tressa Campbell

917.533.8917 • tressalee@gmail.com • tressacampbell.com

EDUCATION

GENERAL ASSEMBLY

Certificate, User Experience Design
2022

Design Thinking • User Research
Personas • Feature Prioritization
MVPs • Information Architecture
Wireframing • UI Design • Prototyping
Usability Testing

PARSONS SCHOOL OF DESIGN

Certificate, Graphic & Digital Design
2011–2012

PENN STATE UNIVERSITY

Bachelor of Arts, English
1994–1998

TECHNICAL SKILLS

InDesign CC
Photoshop CC
Illustrator CC
Adobe Acrobat DC
PowerPoint
Microsoft Word
Microsoft Excel
Figma
Wordpress
Basecamp
AirTable
Bridge24
Mavenlink

EXPERIENCE

THE DURST ORGANIZATION / NEW YORK, NY

Graphic Design Manager December 2018–present

My current role oversees the in-house graphic design team and workflow to ensure timely and quality delivery of projects that reflect The Durst Organization's brand. Reporting to the Vice President of Marketing, this position is responsible for art direction, brand strategy, design resourcing, quality assurance processes, vendor management, and oversight of both the internal design team and external agencies. The Graphic Design Manager role is a dual structure that requires oversight and management, as well as hands-on design, which utilizes my diverse skill-set and depth of prior experience.

- Lead and manage in-house design team, overseeing 100+ design projects at any time
- Oversee and provide art direction on external design agency projects, including print and digital advertising, websites, and video content for commercial, residential, retail, amenity and corporate real estate projects
- Responsible for concept development and production of design projects by collaborating with internal stakeholders across all levels of the organization
- Implemented project management processes and continue to onboard Marketing department team members
- Managed digital asset management (DAM) system migration in 2021 and trained key stakeholders

Senior Graphic Designer January 2018–December 2018

- Project managed workflow of all design requests and determined which to produce internally and which to outsource to creative agencies
- Sourced printers and gathered estimates for projects ranging from environmental graphics and leasing signage to general marketing collateral
- Ensured the brand integrity of all external-facing corporate identity, commercial and residential buildings and the company's amenity brand, Well& By Durst

Graphic Designer April 2016–January 2018

- Lead graphic designer on commercial and residential real estate projects
- Designed event materials and display, digital communications to tenants and residents, including eblasts, elevator screens and social media graphics and corporate presentations
- Followed building brand standards for environmental graphics and display

BENJAMIN MOORE & CO / MONTVALE, NJ

Freelance Production Artist February 2016–April 2016

- Designed direct mail assets, invitations, sales flyers and other collateral
- Resized print ads for various Benjamin Moore paint brands
- Followed Benjamin Moore's graphic branding guidelines

LOEWS CORPORATION / NEW YORK, NY

Graphic Designer August 2013 - January 2016

- Lead designer on projects including logos, posters, postcards, flyers, brochures, banner ads, social media graphics, invitations, sales/marketing materials, event/meeting collateral, business cards and t-shirts
- Resized print advertising and design hotel in-room materials following brand style guidelines
- Managed the entire lifespan of a project from concept development and design through final production