ISABELLA TEDESCO

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Experienced Graphic Designer and head of graphics with expertise in brand-driven digital advertising, full-cycle client project management, and social media and motion creative. Track record of managing graphics for 8 social media accounts while creating TV advertisements for 3-4 new clients per day, delivering designs within 24-48 hours with a 90% client approval rate and keeping every piece polished and on-brand. BFA in Animation & Multimedia.

CORE COMPETENCIES

Graphic Design | Digital Advertising | TV Advertising | Creative Direction | Brand Identity & Consistency | Campaign Production | Social Media Creative | Motion Graphics & Animation | Video Editing | Typography & Layout | Visual Hierarchy | Concept Development | Storyboarding | Illustration | Digital Painting | 3D Modeling & Texturing | Print Collateral | Digital Signage Management | QR-Code Integration | Media Kit Development | Full-Cycle Project Management | Client Relationship Management | Client Communication & Presentation | Active Listening | Feedback Incorporation | Creative Problem-Solving | Rapid Turnaround | Deadline & Time Management | Attention to Detail | Asset & File Management | Italian

Technologies: Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Canva, Autodesk Maya, Toon Boom Harmony, Microsoft Office Suite, Google Workspace, and OptiSigns.

EXPERIENCE

Digital Wave Marketing Solutions *Remote*

Graphic Designer | Head of Graphics Jun 2026 - Present

- Manage graphics for 8 social media accounts and create TV advertisements for 3-4 new clients daily, giving each business consistent, professional visibility.
- Deliver designs within 24-48 hours and earn client approval on 90% of them by balancing speed with quality and brand accuracy.
- Manage each project full cycle, from onboarding to launch, building client trust through fast, dependable turnaround.
- Listen for client goals and root-cause barriers, then turn feedback into on-brand creative that captures each client's voice.
- Produce animated video ads and platform-ready creative, including 1920×1080 digital displays, so messages land quickly with viewers.
- Schedule approved ads across OptiSigns digital-screen locations and keep placements current, so the right message reaches the right audience on time.
- Maintain organized brand assets and support media-kit materials, speeding up future campaign production.

Graphic Design Intern Jun 2025 - Apr 2026

- Supported advertising production and marketing collateral for client projects, gaining hands-on experience meeting real-world deadlines.
- Produced graphics from supplied logos, photography, and brand references, using clear visual hierarchy to keep every piece true to the client's brand.
- Balanced multiple requests by prioritizing tasks and communicating progress, supporting consistent on-time delivery.

Colligo App *4-Month Contract*

Social Media Graphic Designer Apr 2026 - Jul 2026

- Designed engaging, informative Instagram graphics, including Pokégraphics, that kept followers interested in and educated about the app.
- Created visuals for app launches, feature updates, and community events, building awareness around each announcement.
- Kept every post consistent with Colligo's brand, strengthening a cohesive, recognizable Instagram presence.

Freelance Graphic Designer Apr 2026 - May 2026

- Delivered branded marketing assets for small businesses across digital advertising and social media, giving each client a cohesive look on every platform.
- Managed client revisions and deadlines independently, delivering finished files on time and true to each client's vision.

EDUCATION

William Paterson University, Wayne, NJ May 2026

Bachelor of Fine Arts, Animation & Multimedia | Graduated May 2026 | GPA: 3.86