Tristan Stephens

Graphic Designer

Brand Identity, Marketing & Event Design

Contact

Phone: 516.426.3191
E-mail: txsdesignx@gmail.com
LinkedIn: linkedin.com/in/tristan-stephens
Website: txsdesigns.com

Education

BFA: Visual Communication Design / Illustration
University of Hartford
2018

Professional Summary

Multidisciplinary graphic designer with 8+ years of experience in brand identity, corporate marketing, global event design, and digital communications. Experienced in developing original creative concepts, independently managing projects from concept through delivery, and guiding designers across collaborative teams.

Professional Experience

September 2024 – Present
Graphic Designer (Contract) at Newmark | New York, NY

- Collaborate with the Global Creative Director and external branding agency on Newmark's global rebrand, developing original visual applications, with selected work incorporated into the company's official global brand guidelines.
- Independently manage multiple concurrent design projects from initial creative direction through final delivery, coordinating timelines, revisions, and production with marketing leadership and cross-functional stakeholders.
- Design and produce Annual Reports and Corporate Responsibility Reports, developing new layouts and visual treatments within established templates and global brand standards.
- Execute branded marketing and event materials across corporate brochures, social media, environmental signage, large-format print, digital displays, and promotional assets, maintaining consistency with global brand guidelines.

Tristan Stephens

Design Expertise

Brand & Marketing Design: Brand Identity, Visual Systems, Art Direction, Integrated Campaigns, Corporate Communications

Event & Print Design: Event Branding, Environmental Graphics, Large-Format Print, Editorial Layout, Production Design

Digital & Web Design: UI Design, Website Design, Responsive Layouts, Digital Advertising, Social Media Design

Applications: Adobe Illustrator, InDesign, Photoshop, Figma, Sketch, WordPress, Wix, Shopify

Professional Experience (Continued)

June 2024 – September 2024
Graphic Designer (Contract) at YMCA of Long Island | Glen Cove, NY

- Independently designed and produced integrated regional marketing campaigns across television, print, digital, and out-of-home advertising, translating established creative direction into final deliverables.
- Collaborated with marketing stakeholders to adapt campaign concepts across regional initiatives, maintaining consistent branding and timely production.

July 2021 – October 2023
Graphic Designer at Datto, a Kaseya Company | Norwalk, CT

- Led visual identity development for DattoCon Washington 2022, creating the selected original event concept, logo, and visual system while coordinating production with internal and freelance designers.
- Led visual identity development for Kaseya + DattoCon EMEA 2023 from concept through final delivery, creating a distinct co-branded visual system and applying it across event materials.
- Led design production for SchnizzFest 2022, developing initial creative assets and coordinating supporting designers.
- Contributed to Datto's corporate rebrand through iconography, color applications, visual hierarchy, and graphic elements; developed reusable marketing templates and collateral adopted across departments.
- Guided and onboarded designers on brand standards, creative assets, and production workflows during Kaseya's acquisition of Datto.

July 2018 – June 2021
Lead Graphic Designer at Midknight Genius, Maxburst | Farmingdale, NY

- Led creative development and design execution for 80+ clients across diverse industries, independently managing simultaneous projects from concept through final delivery.
- Conceptualized and presented original brand identities, developing logos, typography, color systems, and supporting brand assets while managing client feedback and revisions through approval.
- Led end-to-end website design projects, developing original visual concepts, responsive layouts, and user interfaces while collaborating with developers on implementation.
- Reviewed and guided creative work produced by junior designers and freelancers, providing feedback to maintain design quality, brand consistency, and project standards.