



Tristan Stephens

GRAPHIC DESIGNER & ILLUSTRATOR

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CONTACT

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APPLICATIONS

Figma & Sketch - Expert
Illustrator - Expert
InDesign - Expert
Photoshop - Expert
Wix & Wordpress - Expert
HTML & CSS Coding - Proficient
Microsoft Office - Proficient
Shopify - Proficient
UI/UX Design - Proficient

SOFT SKILLS

Brand Identity
Collaboration
Creative Brainstorming
Photography
Problem Solving
Project Management
Strategic Thinking

EDUCATION

University of Hartford, 2018
West Hartford, CT
Bachelors of Fine Arts;
Visual Communications Design
Illustration

PROFILE

Experience includes print and digital design, web design, user interface design, user experience design, event branding, and corporate marketing. Provides clients with new approaches - relaying complex and abstract ideas. Delivering a strong digital presence, layout design, typography and digital illustrations using various software applications. Produces illustrated pieces using oil, watercolor, and drawing software.

WORK EXPERIENCE

Graphic Designer

July 2021 - October 2023

Datto, A Kaseya Company

Norwalk, CT

- Led Kaseya's global events and Datto's marketing team, ensuring adherence to brand guidelines
- Collaborated closely on redesigning Datto's brand identity and design systems for internal and external communications
- Managed and reviewed a library of design assets and templates for the company's efficient use
- Developed and implemented highly creative concepts into cohesive and tangible works of art
- Designed marketing materials, including digital ads, print catalogs, case studies, event branding, infographics, website assets, data sheets, social ads, office signage, and promotional materials
- Created event branding for global conferences and corporate events; Kaseya+DattoCon2023_EMEA & APAC, DattoConWashington2022, KaseyaConnect
- Worked individually and as part of cross functional teams to plan, analyze and recommend creative techniques and executions, using color, images, typography, photography, illustrations, animation, and print materials
- Ensured the design team and freelancers understood brand guidelines for all events and assignments
- Collaborated with all functional areas of marketing to meet project objectives and deadlines
- Proactively understood business needs and marketing requirements

Graphic Designer

July 2018 - June 2021

MidknightGenius, A Maxburst Company

Farmingdale, NY

- Worked alongside the CEO to create company brand guidelines
- Led the Marketing team and collaborated with clients, project managers, and the development team to create captivating digital, print, and website designs
- Collaborated with the Marketing team to advance UX & UI initiatives
- Designed various web and print content for over 80 US clients
- Updated the company logo and brand guidelines
- Reviewed work prepared by junior designers and freelancers
- Communicated directly with clients to ensure cohesive branding
- Created and developed on WordPress, building internal UX and UI experiences for clients, and creating brand booklets