

T TESSA LISIECKA

2063 Order Court, Mount Pleasant, SC · dwellmade@gmail.com · 518.763.3988 · www.dwellmadedesign.com

Graphic design expert with over 15 years of experience in multimedia and marketing, known for innovative approaches in enhancing brand visibility and user engagement. Proficient in Adobe Creative Suite, HTML, and CSS, with a strong ability to collaborate and build partnerships that drive results. Demonstrates exceptional organizational and time management skills, consistently meeting deadlines and exceeding client expectations.

EMPLOYMENT HISTORY

Owner / Lead Designer

2012 - PRESENT

Dwell Made

- Founded and scaled a profitable e-commerce design business specializing in digital products, apparel, and printables.
- Designed and launched 300+ original products using Adobe Creative Suite, generating over 1,500 downloads and consistent monthly revenue growth.
- Built and managed an e-commerce storefront via platforms like Etsy, and Shopify, optimizing listings with SEO best practices and conversion-focused visuals.
- Implemented branding and UX strategies to improve customer journey and boost customer retention by 40%.
- Managed end-to-end business operations including product development, client communications, marketing strategy, and fulfillment.
- Designed custom branding packages and digital assets for 100+ clients across industries such as wellness, coaching, home construction, and tech.
- Developed and maintained a consistent social media presence across Instagram, Pinterest, and TikTok, increasing engagement by 65% and driving substantial web traffic.
- Collaborated with influencers and micro-creators to expand brand reach and validate product-market fit.

Event Consultant & Manager / Professional Services Analyst

2018 - 2024

Onecause

- Strategically planned and executed 50+ nonprofit-focused events annually, including webinars, fundraising galas, and virtual conferences using SaaS event platform.
- Developed strategies based on best practices to enhance attendee engagement, leading to noticeable proceed growth.
- Utilized Adobe Creative Suites to create user-friendly websites using HTML/CSS, improving digital engagement and driving higher participation rates in events.
- Conducted quality assurance tests to ensure data accuracy, maintaining 5/5 satisfaction ratings.
- Collaborated with cross-functional teams of designers, marketers, and technical support staff to deliver seamless hybrid and virtual events for audiences ranging from 100 to 10,000+.
- Trained nonprofit staff on SaaS platforms for event planning, donor management, and volunteer coordination, resulting in increased in-house capability.
- Developed and managed pre-event and design checklist, reducing planning and data collection time by 65%.
- Built and maintained strong relationships with nonprofit executives, sponsors, and community partners to ensure long-term collaboration.

Production Designer

2010 - 2012

Charleston City Paper

- Designed print and digital advertisements for clients, ensuring brand alignment and adherence to publication deadlines.
- Collaborated with the sales team to translate client needs into compelling ad creatives, increasing advertiser satisfaction and renewal rates.
- Managed backend data entry for ad placement, maintaining 100% accuracy in a high-volume, deadline-driven environment.
- Optimized ad layouts using Adobe InDesign, Photoshop, and Illustrator to enhance readability and maximize visual impact in both print and digital formats.
- Updated and maintained online classified and display ad content on the newspaper's website, boosting ad view-ability.
- Researched and incorporated SEO-friendly copy for online ads, improving visibility and discoverability.
- Maintained a well-organized archive of ad assets and templates for easy access and reuse across campaigns.

EDUCATION

BFA Graphic Design

2005 - 2009

College of Saint Rose, Albany, NY

SKILLS

Adobe Creative Suites
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Print Media

Digital Media
Branding
Advertising
Typography
Graphic Layout

Social Media
SalesForce
CSS
HTML
Microsoft Office

Microsoft PowerPoint
Customer Service
Time Management
Attention to Detail
User Experience