

# Tom Messina

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Easton, PA / Remote

## IN 100 WORDS

Tom Messina knows that clients can't always "see it" with a sketch and sweet talk. He strives at bringing concepts to life at a level that's incredibly polished and sophisticated. A multidisciplinary designer with high personal standards and a maker mentality at his core.

His design approach draws a close parallel to sample-based music. The same way producers like RZA and Madlib can rearrange sounds from the past to shape the future directly inspires how Tom can pull different elements together to create ideas given new context and meaning.

## RECOGNITIONS

### ASME 2022 Nomination, Profile Writing Category

- +"Justin Williams Can See the Future" written by Carvell Wallace for Bicycling Magazine

### Communication Arts

- Design Competition Finalist (2)

### Society of Publication Designers Student Competition

- Placed second and published in the SPD Design Annual 55 and honored at SPD's 55th Annual Online Awards Gala

### Graphis Inc.

- New Talent Annual Honorable Mention (2)

### AIGA Pittsburgh Context Contest

- Web Design Excellence Award

### Chambliss Student Academic Achievement

- Silver Medal Award, Kutztown University

### Kutztown University Essence Magazine

- Published in Essence Fine Arts and Literary Magazine

## SKILLS

### Development

- Branding
- Copywriting
- Visual Design
- Wireframing
- Prototyping
- Photography
- Web Accessibility
- Competitive Analysis
- User Testing
- User Flows
- Card Sorting
- Personas

### Research

- MS Office
- Bridge
- HTML + CSS
- Ingeniux 10
- Hotjar
- Webflow

## TOOLS

### Design

- Photoshop
- InDesign
- Figma
- Webflow
- After Effects
- Illustrator

### Utilities

- MS Office
- Bridge
- HTML + CSS
- Ingeniux 10
- Hotjar
- Webflow

## REFERENCES

Available upon request.

## EXPERIENCE

FEB 2025 – PRESENT | **MULTIMEDIA DESIGNER-EDITOR, LEAD** | EASTON, PA  
*Bicycling Magazine*

- Own and host recurring Bicycling video series, overseeing editorial development, production, post, and weekly publication.
- Produce high-volume shortform video content, managing concept, shooting, editing, captioning, and social distribution across multiple formats.
- Lead visual design and execution for flagship editorial story builds, including Gear of the Year and Best Bikes, from photography and galleries to commerce integration.
- Drive experimental video formats and product coverage to evolve the brand's editorial voice.
- Act as lead multimedia designer–editor for the brand, setting standards across video, visual design, and editorial production.

JULY 2021 – FEB 2025 | **DIGITAL DESIGNER** | EASTON, PA  
*Hearst Magazines*

**Popular Mechanics, Runner's World, Bicycling Magazine, Best Products and Biography.com**

- Designed, QC'd, and produced 150+ digital stories per month for multiple brands, collaborating with editors to meet publication deadlines.
- Produced SEO informed designs to help grow Popular Mechanic's e-commerce sales +480% YoY for Amazon Prime Day.
- Continuously pushed the limits of Hearst's CMS and new design tools to create fresh experiences with an emphasis on strong digital storytelling.
- Effectively worked through fluctuating team structures, workloads, and shifting priorities for 5 different brands and their unique identities.

JUNE 2020 – PRESENT | **FREELANCE DESIGNER** | REMOTE  
*XXL Magazine*

- Conceptualized and designed a 6 page feature for the Spring 2021 Issue.
- Other select clients include: **Society of Publication Designers, AIGA Philly, Danny Seo, Easton Hiking Club, Terrie O' Connor Realtors.**

JAN 2021 – JULY 2021 | **DESIGNER** | REMOTE  
*VaccinateCA, VaccinateTheStates*

- Collaborated with Head of Design to finalize the brand toolkit, including sourcing an illustration library producing a dynamic system of social media templates to easily generate responsive graphics to 4,500+ followers.
- Redesigned the results card for site search, creating a flexible system that is more structured and scannable for users with the ability to grow and expand.

MAY 2019 – DEC 2020 | **DIGITAL MEDIA DESIGNER** | KUTZTOWN UNIVERSITY  
*Marketing and Communication Office*

- Integral aid in maintaining the visual appearance and usability of the Kutztown web presence, filling a role typically held by a graduate assistant.
- Assisted with launching the newly redesigned Kutztown University website.
- Created all digital assets of the "Be Yourself" marketing campaign along with billboards, social media, and print while staying in the Kutztown brand.

MAR 2019, FEB 2020 | **LEAD ART DIRECTOR** | KUTZTOWN UNIVERSITY  
*DesignRX*

- Oversaw strategy and workflow for a team of 3 during an afternoon creative sprint to create personal branding for Kutztown University fine art students.

### Designathon

- Lead a team of 3 from concept to completion to create and present an original logo for a regional non-profit, all within an 18-hour creative sprint.

## EDUCATION

FEB 2017 – DEC 2020 | **KUTZTOWN UNIVERSITY** | KUTZTOWN, PENNSYLVANIA

- Major in BFA Communication Design
- Minor in Digital Communication & New Media
- Summa Cum Laude