

Tammy Allen

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SUMMARY

I'm a brand designer who builds the system, not just the output. Over the past 15 years, I've served as the founding or sole creative at growth-stage companies, building brand identities from scratch, scaling them across digital and physical surfaces, and creating the template systems that keep output consistent as teams grow. I bring a strategic point of view to every project and a hands-on approach to every file. The founding designer role is where I do my best work. Nine GDUSA awards across six companies.

SKILLS

Figma (components, variables, design systems) | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premiere Pro | Google Slides | Motion Graphics | Brand Identity & Systems | Design Systems | Campaign Design | Packaging & Print | Environmental & Event Design | Web Design & UI | Brand Templates & Self-Serve Tools | HubSpot | WordPress | Canva | Generative AI (Claude, Figma Make)

EXPERIENCE

Graphic Designer (Freelance)

TED@Work / TED Conferences · Jun 2026–Present

TED@Work is the B2B platform of TED Conferences, bringing TED Talks, courses, and learning experiences to global organizations.

- Design marketing and sales assets across TED@Work's enterprise offerings: ad creatives, landing pages, email graphics, pitch decks, one-pagers, case studies, and proposals, for L&D, HR, and Communications audiences at global organizations.
- Translate TED@Work's value propositions into clear, compelling visual narratives for enterprise buyers, working within TED's established brand system and adapting it for B2B sales and marketing contexts.
- Develop and maintain slide and one-pager templates used across marketing, sales, and product teams, enabling consistent, on-brand output at scale.
- Manage concurrent projects across multiple stakeholders, tracking deliverables and communicating proactively on timelines and constraints.

Web Designer (Freelance)

The Economist Group / Economist Enterprise · Jul 2025–Present

- Designed the economistenterprise.com website in Figma for The Economist Group's B2B enterprise platform, translating The Economist's iconic brand identity into a digital presence for their global suite of enterprise services, including EIU analysis, thought leadership, media solutions, and events.
- Coordinated remotely with The Economist marketing team in London across design reviews, feedback rounds, and final delivery. Phase 2 currently in development.

Senior Brand Designer (Freelance)

Alerion Advisors · Sep 2024–Present

Alerion is a multi-brand services platform. I serve as the sole brand voice across four distinct brands.

- Build and steward visual systems across four brands — extending them consistently across campaigns, web, social, events, print, packaging, and trade show from concept through final delivery.
- Developed a shared Figma, Canva, and PowerPoint component library that lets non-designers across the organization produce on-brand materials independently, reducing creative bottlenecks without sacrificing quality.

- Write brand guidance that explains the reasoning behind design decisions, not just the rules, so teams can make good calls in situations the guidelines don't anticipate.
- Use Claude and Figma Make as active production tools, with documented prompt libraries and clear standards for where AI output needs human refinement before it ships.

Lead Brand Designer

Richardson Sales Performance / Challenger Inc. · Jun 2023–Jul 2025

Challenger is a B2B SaaS sales training platform. Acquired by Richardson Sales Performance during my tenure.

- Served as the founding in-house brand designer for the full marketing organization — rebuilt a stalled rebrand and scaled it across campaigns, web, social, events, sales storytelling, and email with ownership of quality at every stage.
- Built a scalable brand system and campaign toolkit across Figma, HubSpot, WordPress, PowerPoint, InDesign, and Canva — the operational foundation the team pulled from daily.
- Directed external motion studios and video production partners, providing art direction on animated and video assets — including hero videos and social motion — extending the campaign system.
- Tracked creative outcomes against business results: \$83M campaign-level pipeline (+24% YoY); +40% organic search traffic influencing 56% of pipeline.
- 2025 GDUSA American Inhouse Design Award winner.

Graphic Designer

CFRA Research · Oct 2022–Jun 2023

Independent global equity research firm. First in-house designer.

- Led a full company rebrand from concept to launch, then partnered with the engineering lead to design and ship a new WordPress website in six weeks — following the work through developer handoff to production.
- Owned layout and production across white papers, pitch decks, newsletters, and digital assets for an audience of institutional investors.

Senior Brand Designer

Pareto Intelligence / GHG Advisors / HealthScape Advisors · Sep 2018–Jun 2022

Pareto Intelligence is a B2B data analytics SaaS company. GHG Advisors is a management consulting firm.

- Built Pareto's brand from scratch — visual identity, website, campaign system, and all marketing materials — as part of a 2-person team, with full creative ownership from strategy through execution.
- Extended the brand across every surface: web, social, email, paid ads, presentations, reports, motion graphics, product illustrations, and infographics.
- Led environmental and trade show design end-to-end, from booth concept through final artwork delivery to vendors. Managed print and vendor production, handling proofs, specs, and timelines through final delivery.
- Designed HubSpot email campaigns and landing pages; built Figma, PowerPoint, and Canva templates for self-serve use across sales and marketing.
- Led the GHG Advisors full rebrand. 2020 GDUSA Health + Wellness Design Award. 2021 GDUSA American Inhouse Design Award.

Graphic Designer (Contract)

Winston & Strawn, LLP · Sep 2017–Sep 2018

- Designed campaigns, landing pages, event invitations, brochures, and animated communications for a global Am Law 100 firm.

Graphic Designer / MarCom Manager

Development Solutions, Inc. · Sep 2016–Sep 2017

- Produced brand guidelines, logos, proposals, pitch decks, and technical diagrams supporting a full company rebrand.

Senior Graphic Designer

Performics (Publicis Groupe) · Apr 2016–Sep 2016

- Produced multi-channel brand and campaign materials. Authored brand guidelines. Mentored a junior designer.

Graphic Designer / Marketing Coordinator

Consumers Professional Credit Union · Jan 2014–Apr 2016

- Designed for digital, print, outdoor, video, and signage. Directed social media and coordinated a new website launch.

Marketing Graphic Designer

Ameriprise Financial · Apr 2011–Apr 2016

- Developed integrated marketing for digital and print. Led social media strategy.