

Stephen Costa

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Education

Northeastern University / Master of Fine Arts in Information Design & Data Visualization

September 2017— May, 2019, Boston, MA

Northeastern University / Bachelor of Fine Arts in Graphic Design

September 2010 — May, 2015, Boston, MA

Experience

MassHousing / Marketing and Design Specialist

Jul. 2022 - Present, Boston, MA

- Research and recommend effective marketing and promotional channels to business lines and management
- Evaluate performance of marketing campaigns and strategies using key performance metrics
- Conduct basic market research to identify customer trends, competitor offerings and demographic data
- Create digital and/or print assets such as, advertisements, emails, social media posts, infographics
- Work with printing companies
- Work with media outlets to place advertisements
- Maintain MassHousing brand marketing assets such as logos, style guides etc.
- Provide creative assets, design, and ADA guidance to the website content administrator
- Research and publish a bi-weekly email newsletter to prospective homebuyers.
- Serve as backup content administrator for masshousing.com and MyMassHousing intranet

Boston Planning & Development Agency / Senior Designer

Apr. 2016 - Jul. 2022, Boston, MA

- Worked with City agencies to generate graphic solutions ranging from brochures to full website designs.
- Managed large workloads while adhering to the graphic design policies of the BPDA. Created brand identities for new agencies, as well as managing these brands on all platforms (i.e. social media, web, print collateral)
- Printed large format jobs for internal & public use.
- Managed fellow designer's work by means of critiques and project management.
- Managed the printing budget for the agency.
- Photographed and edited events and headshots for the agency and other City departments
- Found innovative solutions for self service and client services such as intake forms and software procurement.

Hasbro Inc / Brand Designer

Sep. 2015 - Apr. 2016, Pawtucket, RI

- Created brand identities, as well as the print and digital expressions of nine existing global brands.
- Explored and executed new packaging structures for Hasbro brands while working with package engineers to ensure quality and structural integrity of packages.
- Collaborated with the marketing team and leveraged research to determine the best method of reaching a target audience visually and in written communications .
- Worked under tight deadlines to ensure the process stays on track for production.

Embarc Studio / Brand & Web Designer

May 2015 - Apr. 2017, Boston, MA

- Offered branding services for the clients of the architecture firm.
- Created collateral materials such as business cards, posters, and interior design elements for clients, both internal and external, that require graphic design services for their projects.
- Assisted in the management and design of the Embarc Studio website and online portfolio.