

Isabella Gismundo-Hook

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SUMMARY

Community-focused professional with long-term engagement and leadership in graphic arts and design.

PROFESSIONAL EXPERIENCE

May 2025 – March 2026

Retail Sales Associate and Design Consultant, Hook and Hide

- Processed 50+ custom orders weekly, managing client consultation to final delivery.
- Assisted clients in selecting and designing products to meet taste and specific functional needs.
- Handled requests, issues, and special orders to ensure a positive experience and repeat business.

September 2021 – May 2025

Graphic Design and Social Media Intern, Tufts University FIRST Resource Center

- Designed educational flyers for the first-generation, low-income, and undocumented community.
- Led, marketed, and documented campus-wide events through graphics and social media content.

September 2021 – May 2025

Marketing Chair, Tufts University First-Generation Student Collective

- Advertised career resources and academic opportunities for the first-generation student population.
- Worked collaboratively to plan, publicize, photograph, and run student gatherings and events.

September 2024 – May 2025

Student Life Office Assistant, School of the Museum of Fine Arts at Tufts University

- Aided staff with daily campus programming, outreach, engagement, and advertising projects.
- Enhanced office efficiency by reorganizing digital files and client communications.
- Trained new staff on company software and service protocols to enhance team productivity.

January 2022 – December 2023

Studio and Teaching Assistant Position, School of the Museum of Fine Arts at Tufts University

- Wrote lesson plans and led classes in Adobe applications, digital fabrication, scanning, and printing.
- Facilitated troubleshooting and managed communication between students and faculty.
- Taught students technical skills in Adobe apps through guided demos and one-on-one instruction.

June 2021 – July 2021

Communications Intern, Hawaii State Department of Education

- Created and monitored news media, program informational flyers, and social media campaign ideas.
- Wrote a summer issue of the department's newsletter and designed a new logo and rebrand.

SKILLS

Proficient in Adobe Creative Cloud, Graphic Design, Communications, Leadership, and Planning

EDUCATION

2021 – 2025

School of the Museum of Fine Arts at Tufts University, Boston, MA

- BFA, Studio Art (Graphic Arts/Design Focus)