

Tifa Jade

Motion & Web Designer of 10+ Years | Filmmaker & Storyteller | SEO and CMS Expertise

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EXPERIENCE

BoomTV | Games marketing startup specializing in branded marketing campaigns and live events. 2023 - 2025

Creative Producer

Remote

- Designed and maintained branded partner hubs, promotional event homepages, and platform features using WordPress and custom CMS integrations, optimizing for SEO, UI/UX, and mobile responsiveness.
- Led creative development for branded content campaigns averaging 5M+ impressions for major gaming publishers and brands, including Activision, Xbox, Epic Games, and Intel.
- Collaborated directly with clients and stakeholders, aligning creative vision and production plans with business objectives while leading creative teams.

Video Production Manager (Part-Time Contract)

2022 - 2023

- Oversaw logistics and production management for live-streamed and recorded video projects, including budgeting, resource planning, and technical execution.
- Supervised cross-functional teams of editors, designers, and production crews, delegating tasks and providing clear creative direction from pre-production through final delivery.

Ultimate Fighting Championship (UFC) World's leading combat sports promotion.

2018 - 2023

Post-Producer

Las Vegas, NV

- Produced and edited high-profile event promos and pay-per-view trailers, contributing to five record-breaking UFC PPV events (1M+ buys each).
- Led creative direction for partnered campaigns with Modelo, US Air Force, and ZipRecruiter, delivering digital graphics, motion design, and branded content across platforms.
- Managed creative development and motion design pipelines for short and long-form documentaries seen on UFC's Fight Pass and ESPN programming blocks (Fight Flashback, Profiles in Combat, Greatest Fights, Top 5).

KNDU-TV | NBC affiliate broadcasting to eastern Washington state.

2016 - 2018

Creative Services Director

Kennewick, WA

- Led production for in-studio and on-location video shoots, collaborated with partners to develop marketing strategies across TV, social, and web platforms, and edited TV/web content on tight daily deadlines.
- Designed static and motion graphics under tight daily deadlines, ensuring brand consistency across multiple platforms.

EDUCATION

Eastern Washington University

2016

Bachelor of Arts, Film Production

Cheney, WA

SKILLS & TECHNOLOGIES

Web Design & Development, UI, UX, Responsive Design, CMS Management, SEO Optimization, Graphic & Motion Design, Creative Development, Client & Stakeholder Communication, Figma, HTML/CSS/JS, Adobe Premiere Pro, After Effects, Photoshop, Asana, Notion, Canva, Wix, Wordpress, Microsoft Office Suite