TIFFANY ANN SMITH
GRAPHIC DESIGN

PLACES THAT HIRED ME

TOMMY BAHAMA *Senior Digital Designer | October 2013 - Present*

Designs and manages UX/UI changes to main e-commerce website to assist in better product browsing and improving customer buy-flow and conversion.

Creates graphics for main retail website, international site, brand blog, digital ads, social media, and emails.

Works with print and marketing team to make sure that new designs fits across all platforms for omni-channel consistency.

SHIRT.WOOT *Art Director and Designer | February 2013 - October 2013*

Assisted in art direction, created assets for web, and created pre-production for apparel specific artwork.

ZUMIEZ *Senior Graphic & Accessories Designer | September 2006 - August 2012*

Researched, used trend analysis, art directed and designed items such as packaging, hard goods, apparel, and internal collateral, for over 6 in-house brands.

Worked with outside domestic and overseas vendors to get goods produced within time constraints, international testing requirements, and guidelines.

Responsible for on boarding, mentoring, training and the professional development of design interns and junior designers.

FREELANCE *Graphic Design, Art Direction & Illustration | September 2006 - Present*

Designed, illustrated and art directed several projects including but not limited to club promotions, album covers, social media assets, gig posters, and websites.

PIXEL-PUSHING PROWESS

Photoshop | Illustrator | InDesign | HTML | CSS | MS Office

WHAT MAKES ME AWESOME

Outside of my passion for design, I love music with a fervor. Prepare for some really nerdy and really passionate expositions about synthesizers from time to time.

I love the collaborative process of design and prefer candid and transparent critique. Let's get to what can make this project work for both the design team, business, AND the client. I love learning new things and am constantly looking to broaden my skills, even if they aren't directly work related.

I'm kind of a weirdo about organization. Spreadsheets make me swoon, sticking to calendar dates make me euphoric and well organized files are the next to godliness.