

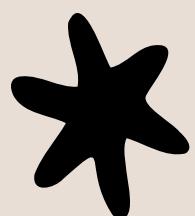
# Portfolio

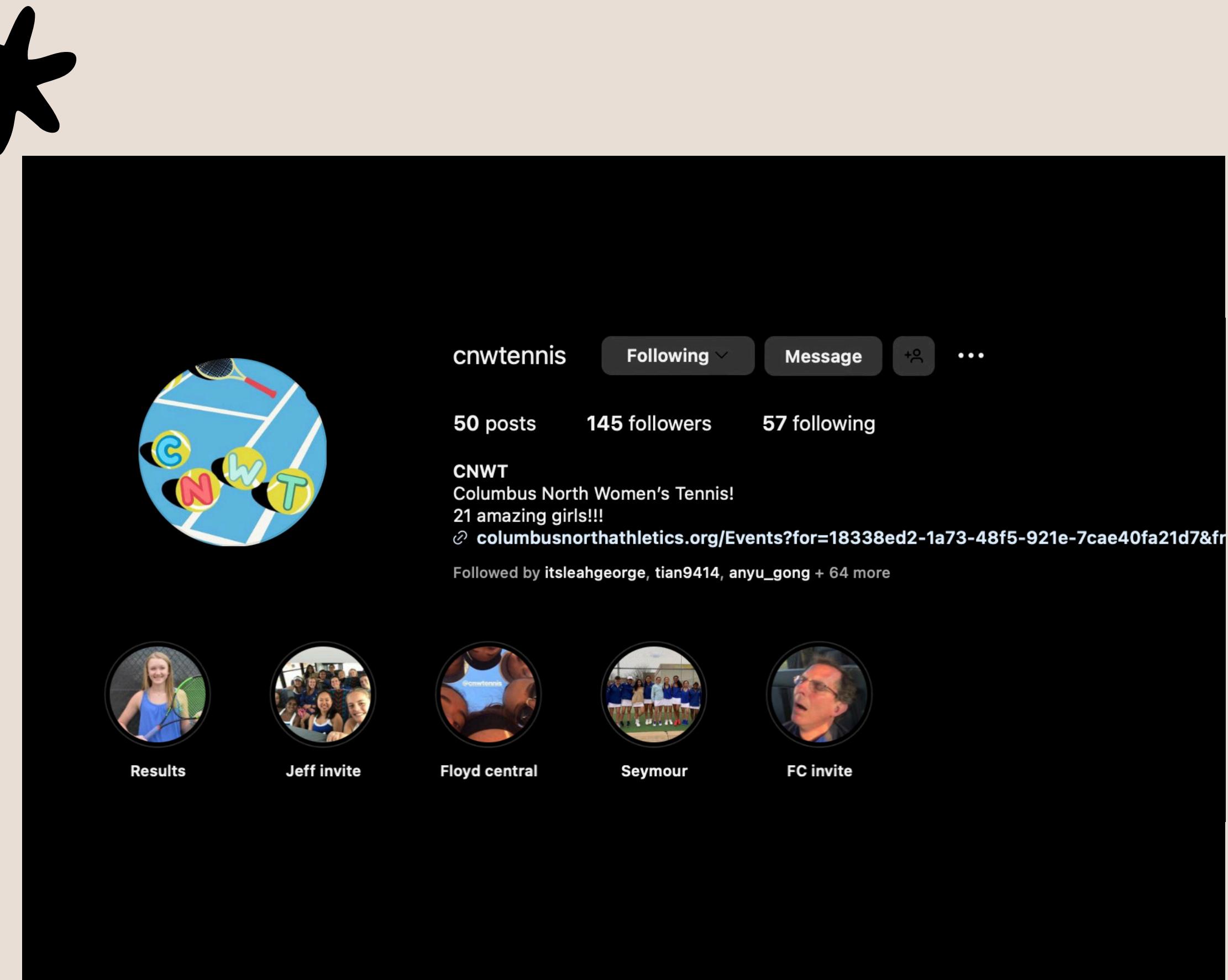
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Tiffany Fu      812603751

I fell in love with design with one “Abstract: The Art of Design” Netflix episode. Through watching Paula Scher showcase the power of typography I was inspired me to become a designer. Since then I have been enjoying exploring logo, graphic, product, and video design.

I have several years of experience running social media accounts through my various community involvements. I have a great interest in film and independent storytelling. I am fascinated by discovering new digital mediums and utilizing them tell fresh stories and build meaningful communities.



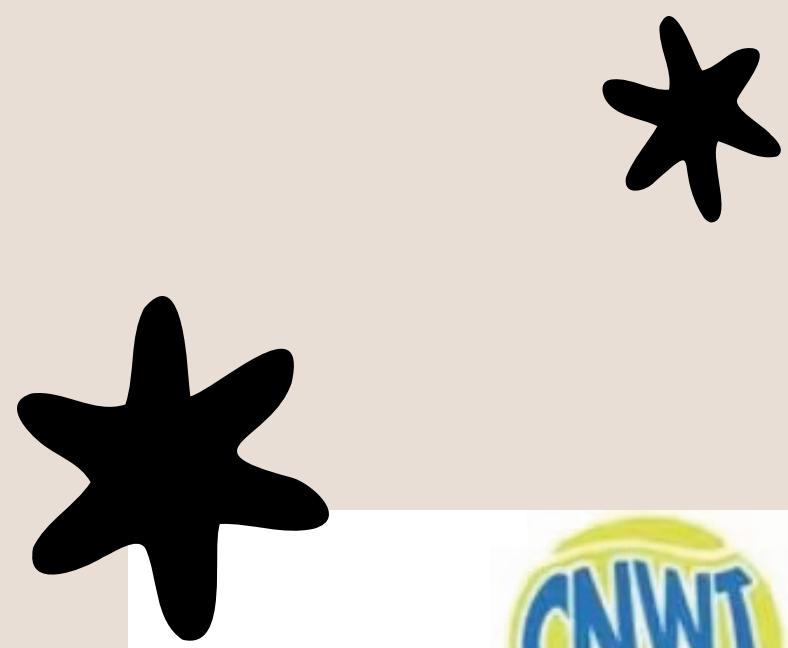


## TENNIS INSTAGRAM

Throughout high school I was a varsity player and captain of our women's tennis team. I created the team's Instagram page (@cnwtennis) during my freshman year season (2019).

I continued to run the account each season throughout high school. I steadily increased our following from 0 to over 100 followers.

I was responsible for posting final result updates and action shots after each match of our 30-game season. I initiated Throwback Thursdays posts and spirit day dress up story challenges to enhance social media presence.



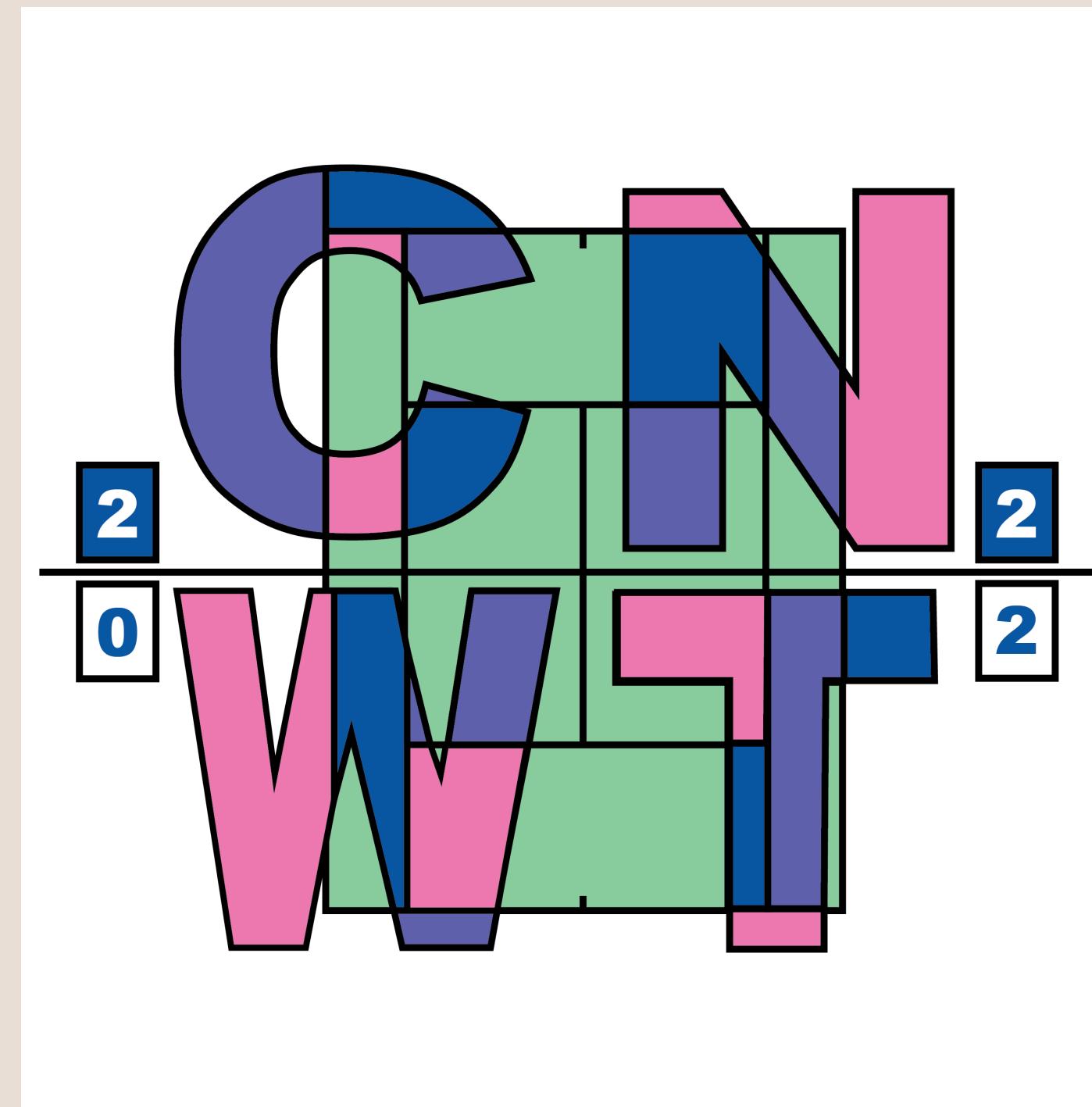
COLUMBUS  
NORTH  
WOMEN'S  
TENNIS

← All Products

White Unisex Hooded Sweatshirt  
\$35.00  
Screenprinted with an official 2021 CNWT design on the front and back.

Heather Grey Unisex Sweatpants with Pocket  
\$30.00  
Screenprinted with an official 2021 CNWT design on the left leg.

I designed two season's of spirit wear graphics for CNWT. I collaborated with a local screenprinting business to build the storefront and run production.



I was greatly involved with my high school's Environmental Club. I held positions as both social media manager and Club President.

I administered our club's WordPress , publishing weekly newsletter updates. I posted weekly content on Instagram increasing following from 50 to 150. During COVID-19, I initiated Sustainable Sunday, a social media inforgraphic project that continued to build our social media prescence.



## Newsletter Updates

Keep up with our latest news and social media posts!

SUSTAINABLE SUNDAY  
7 TIPS TO LIVE GREENER

CLIMATE CHANGE

FACT AND FICTION

1 / 8

Sustainable Sunday Issue 7

2019-2020

## Our Club by the Numbers

20 active members

4750 gallons of plastic recycled

57471 pounds of paper recycled

Read About Us Here!

## Newsletter Updates

**Opinion: Thrifting Like a Pro**  
April 22, 2020

Fast fashion doesn't have to dominate our clothing choices and shopping; thrifting is an alternative that saves money, helps the environment, and more. By Katie Richards '20 If you like shopping, thrifting is a fun and easy way to make ... [Read more](#)

**Opinion: A Ray of Light**  
April 20, 2020

In the midst of the pandemic and the suffering it brings to the world, there is hope in composting, a simple, yet powerful contribution to waste reduction. By Purbi Das '21 In the past month, our planet has undergone changes ... [Read more](#)

**Instagram: Plant-Based Recipes**  
April 19, 2020

Globally, animal agriculture is responsible for more greenhouse gases than all the world's transportation systems combined. Any plant-based meal can reduce the negative environmental impact of meat, so follow some of our recipes and try to cook your own plant-based ... [Read more](#)

More Posts



# Tiffany Fu

@tiffanyfu · 377 subscribers · 11 videos

welcome to my digital diary >

Customize channel

Manage videos

Home Videos Shorts Playlists Community



Videos ► Play all



MOVING OUT OF  
COLUMBIA UNIVERSITY

COLLEGE GIRLS ON FALL  
BREAK

ALL I WANT FOR  
CHRISTMAS

WE LEFT COLUMBIA

MY FIRST CONCERT

AWESOME EPIC SCENIC  
MICHIGAN ROADTRIP

93 views · 1 day ago

151 views · 1 month ago

226 views · 1 month ago

451 views · 2 months ago

144 views · 3 months ago

133 views · 4 months ago

Shorts



## Channel analytics

ADVANCED MODE

Jan 29, 2017 – Jan 23, 2024  
Lifetime

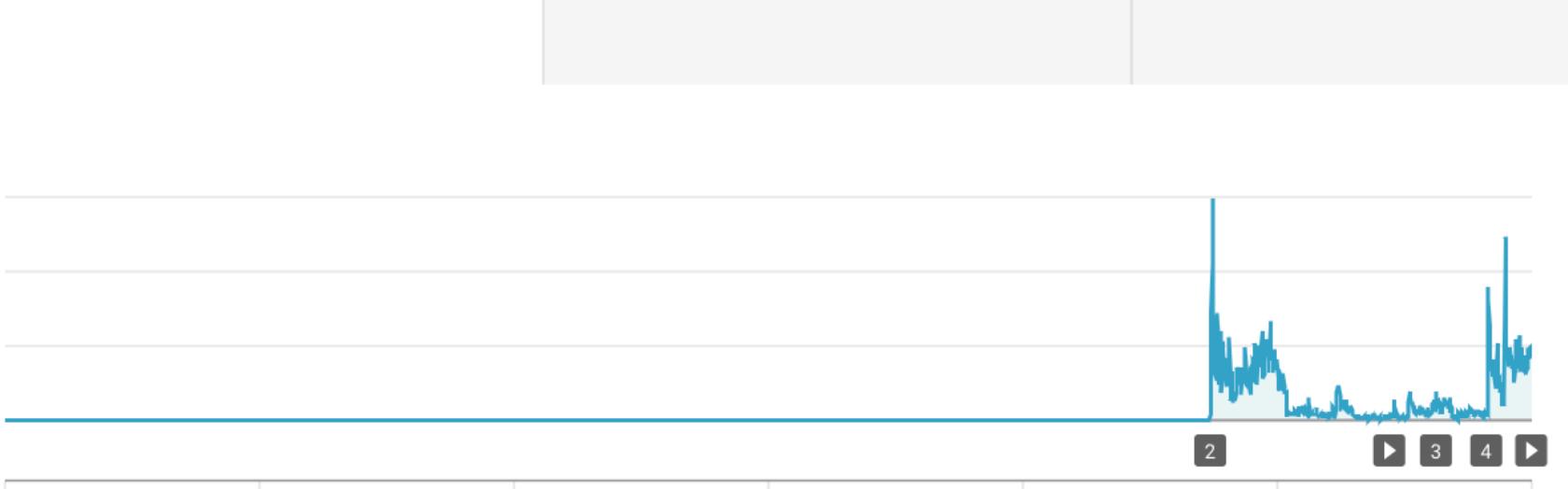
Overview Content Audience Research

Your channel has gotten 74,500 views so far

Views  
74.5K

Watch time (hours)  
2.9K

Subscribers  
+377



SEE MORE

### Realtime

• Updating live

377

Subscribers

SEE LIVE COUNT

753

Views · Last 48 hours



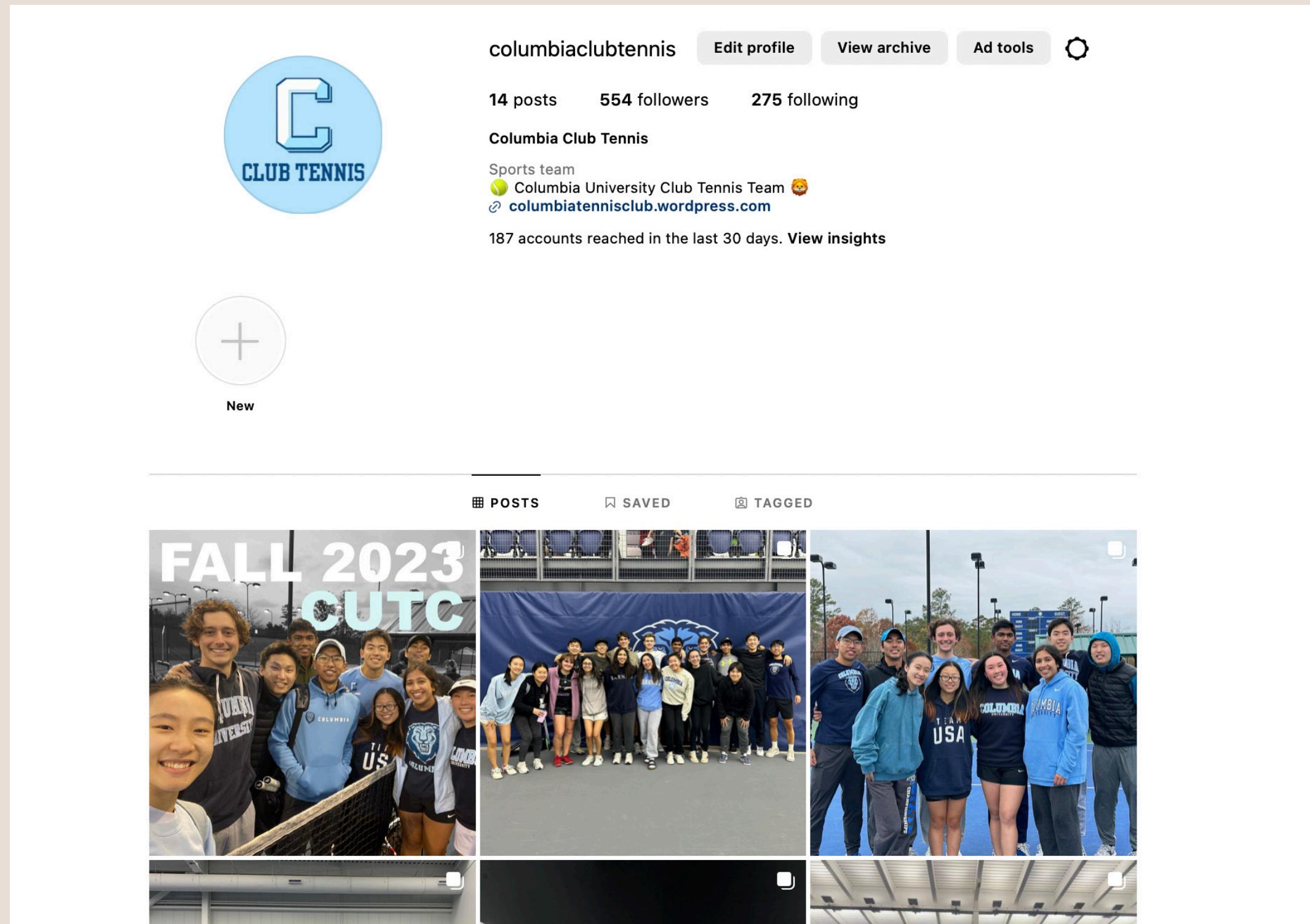
### Top content

		Views
	COLLEGE DECISIONS REA...	520
	MY STATS + EC'S (COLUM...)	111
	MOVING OUT OF COLUMBI...	95

# PERSONAL YOUTUBE CHANNEL

I have always been an avid YouTube viewer, raised by the Wong Fu Brothers, Buzzfeed, and NigaHiga.

I started posting on my personal YouTube channel in August 2022. I currently have nearly 3,000 hours of watch time and 377 subscribers. Through maintaining my channel, I have improved my filming and camera speaking skills; learned various editing and post-production techniques with Adobe Premiere Pro; and improved my storytelling abilities and attention-to-detail.

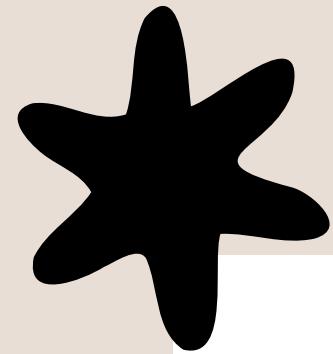


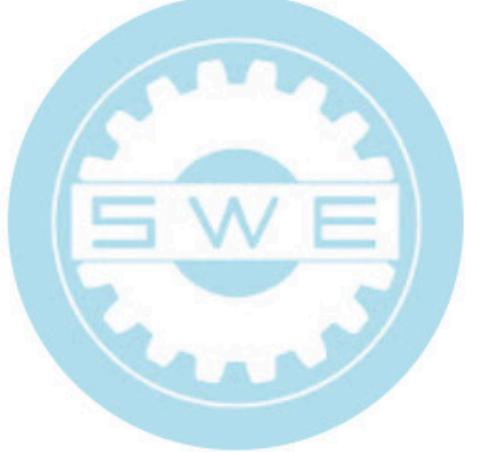
## COLUMBIA UNIVERSITY TENNIS CLUB

I joined Columbia's club tennis travel team as a first-year. I have held positions as Vice President, Secretary, and Social-Media manager.

I ran the team's Instagram account (@columbioclubtennis) and increased following from 400 to 500+ followers. I managed weekly emails and daily communications to over 150 club members.

Custom designed and distributed team spirit stickers to club members and visiting team competitors for tournaments and events.



 **Columbia SWE Outreach**

@ColumbiaSWEOutreach · 6 subscribers · 1 video

The Society of Women Engineers (SWE) is an international, not-for-profit educational and s... >

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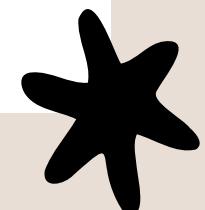
## Videos

**SWE-ET TREAT W/ ALLISON PENG**  
12 views · 10 hours ago  
Come along as we grab a sweet treat and interview SWE member Allison Peng! Allison is a second-year studying Earth and Environmental Engineering at the Fu Foundation School of Engineering and...  
**9:59**

# COLUMBIA SWE OUTREACH YOUTUBE CHANNEL

As a Community Outreach Committee Member of Columbia University'sv chapter of Society of Women Engineers, I spearheaded our YouTube channel.

Our community mission is to showcase Columbia SWE members to inspire young girls to pursue a higher education in STEM. I am currently head producer and editor.



# Thank You

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