

Art director & digital designer

Hi, I'm Tiffany
and this is
my portfolio.

Tiffany Hong Design

Hearst Publications

The Brief

Set direction and create static and animated digital assets for online articles across all publications including ELLE, Harper's Bazaar, Esquire, Cosmopolitan, Marie Claire, Good Housekeeping and Seventeen.

The Approach

Worked directly with editors and copywriters on each story and narrative so that the best possible supporting artwork could be created to accompany each online article/story. The assets created usually involved collaging images, animating text headers, illustrating graphic elements to accompany images, and using both images and video to create visually compelling stories.

Creative Direction

Digital design

Animation

The image is a collage of various fashion and lifestyle photographs from the ELLE website. At the top, there's a banner featuring a woman in a red sequined dress at a pizza place, a woman in a green and black patterned dress, and a woman in a yellow top. Below this, the ELLE logo is visible along with navigation links for FASHION, BEAUTY, CULTURE, LIFE & LOVE, and HOROSCOPES, as well as options to SUBSCRIBE and FOLLOW, and a search icon.

THE SECRET TO WEARING THE BOLDEST EVENTS

Alessandra Balazs shares the key to turning heads

ELLE BY CHRISTINA PEREZ APR 17, 2018

3 KEY SPRING ACCESSORIES STYLED MULTIPLE WAYS

Pieces you already own, new (extremely cute) looks.

BY TARA LAMONT-DJITE APR 9, 2018

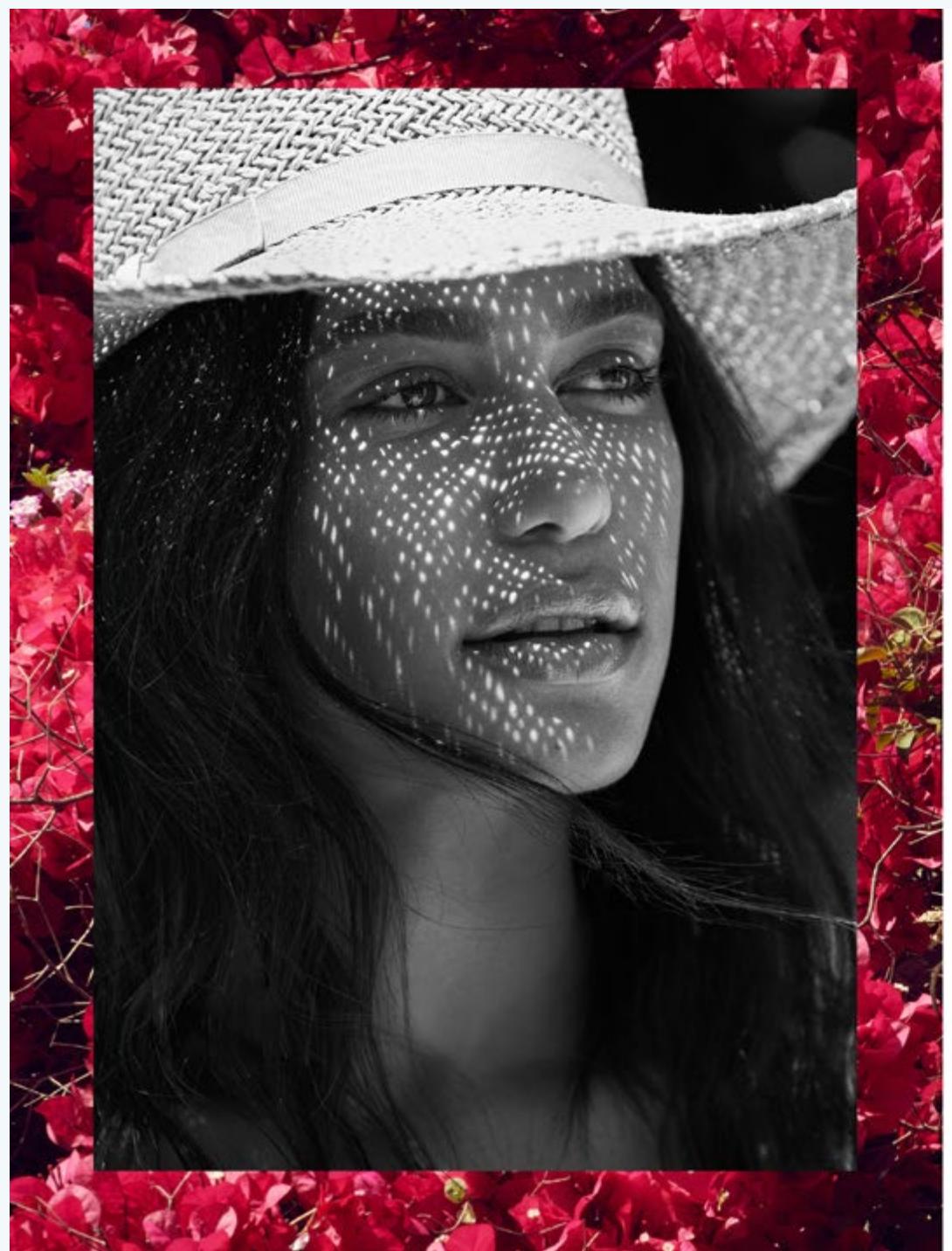
There's a reason stylists, magazines, and this very site are always telling you to invest in accessories—they truly can remain wardrobe workhorses for years and years. The trick to making love last is all in the styling. A classic camel tote might feel dated after a few seasons of wear, but pair it with a brand new look and, like magic, it feels like a brand new bag. This is what fashion folk call 'shopping your closet,' and we've done it with three items you absolutely already have stashed in the very back of yours. Just add some fresh new items and styling advice (if you're feeling uninspired, tips from expert style advisors—either online or in store—like those found at Saks Fifth Avenue can help you get out of a rut).

TO A WEEKEND BBQ

xpand your wardrobe repertoire, try the ultimate in outfit. It's an easy one-stop-shop that is both practical and pretty, ce with statement shoulders and a cute tie. "Wearing a romper ut is the perfect mix of form and function," says Johnson. I fles on this one, and the shorts allow for maximum comfort keep it fashion-forward, wear with gingham platforms and sling your shoulder.



Hugo Boss for Esquire



Bloomingdale's for ELLE

Hearst Digital Summit

The Brief

Create branding and visual identity to execute across various online and offline materials (presentations, signage, stickers, notebooks, digital posters, etc.) for Hearst's annual internal digital summit held in NYC.

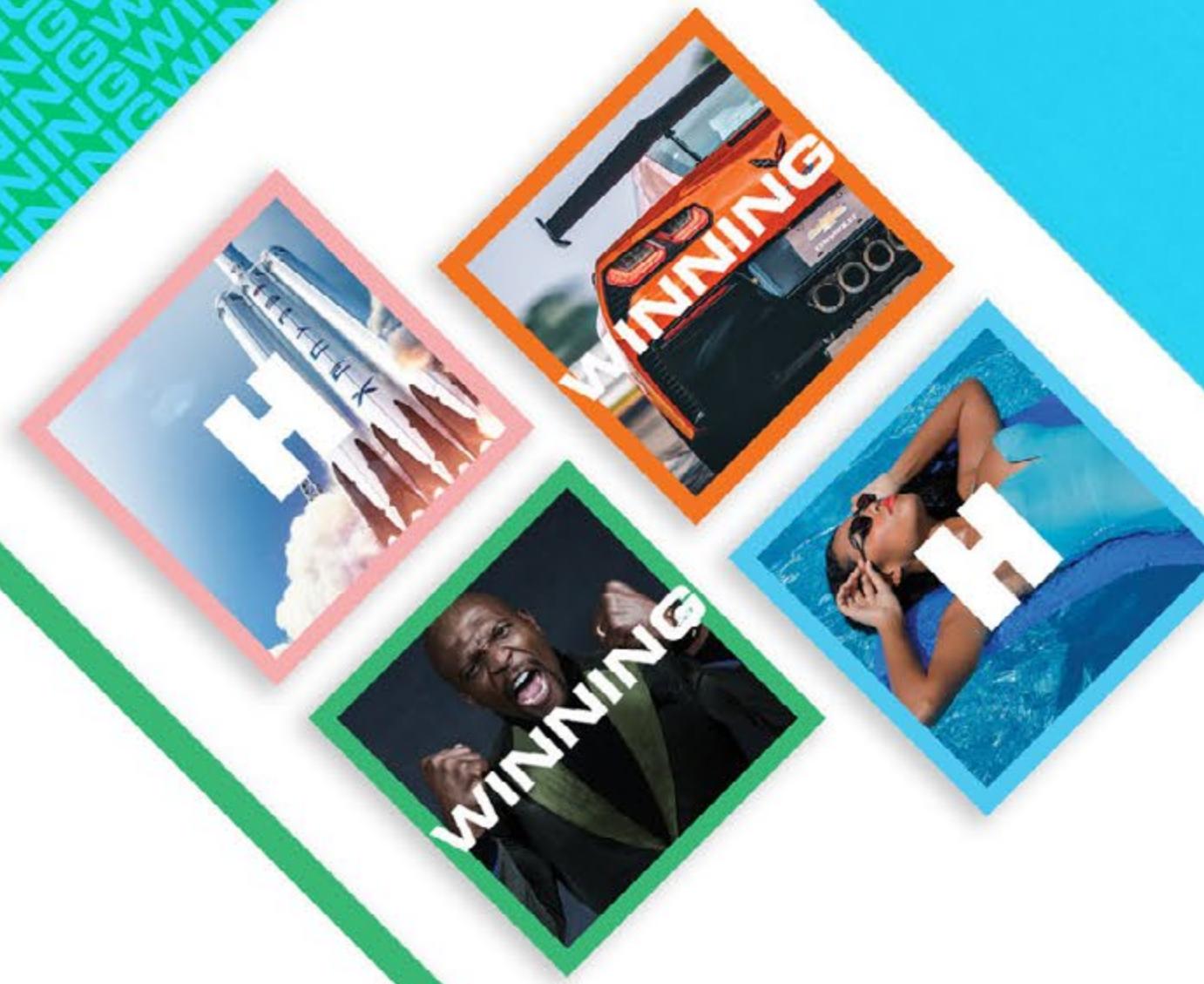
The Approach

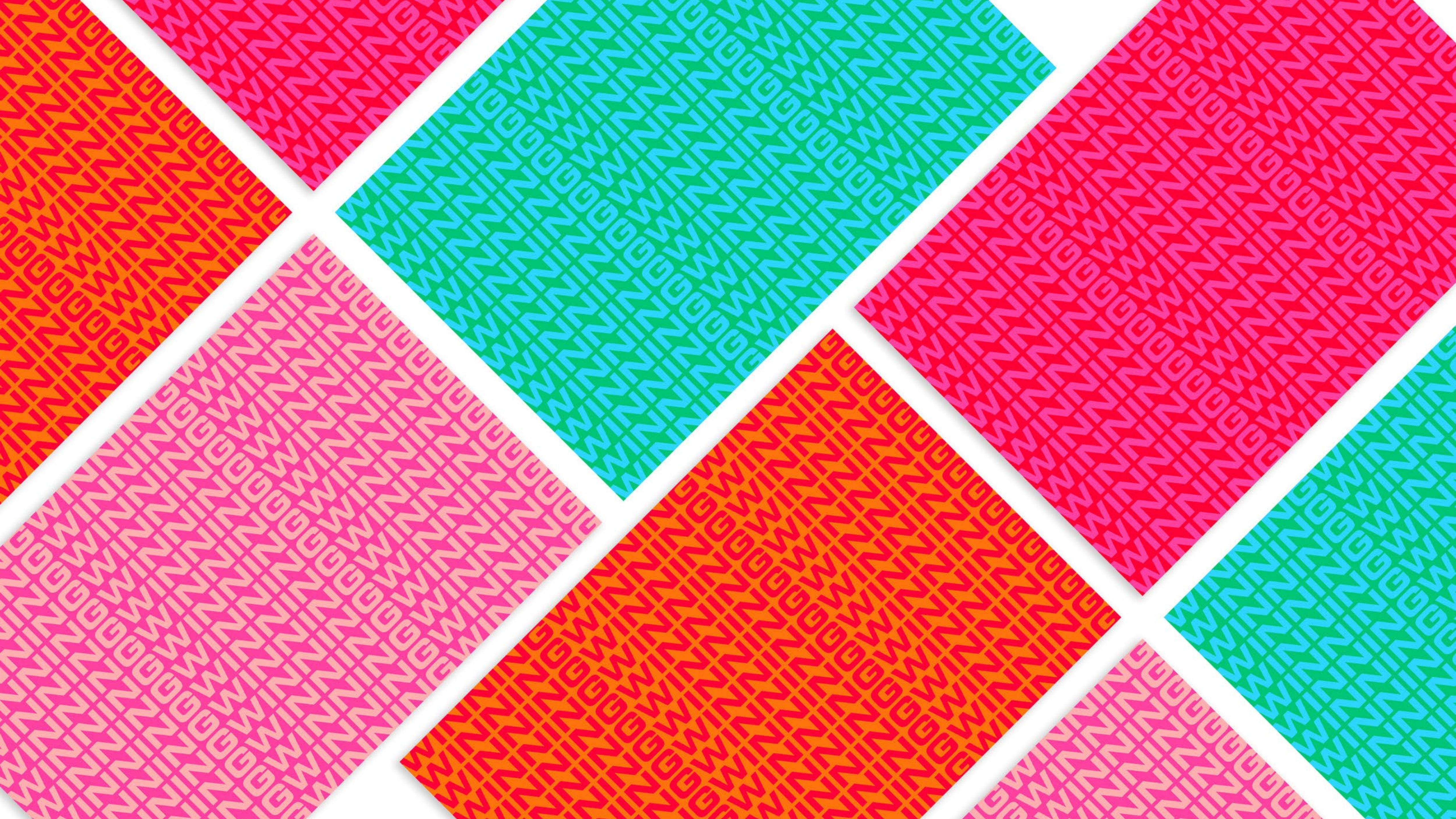
Based on the message of "winning in a consumer-driven world," a bold and vibrant approach was taken to make Hearst's brands stand out as consumer oriented and focused, catering to all of the publications' audiences.

Art direction

Branding

Event Design







**WINNING
IN A
CONSUMER
DRIVEN
WORLD**



Aloft Home

The Brief

Design a complete visual identity, brand style guide, and website for Aloft Home, a direct to consumer home linens brand with an emphasis on using anti-bacterial fabrics.

The Approach

Keeping in mind the science and technology behind the products, an identity was created that looks clean, approachable, reliable, and smart with the use of original imagery, layouts, and colors that are simple, modern, and elegant.

Art direction

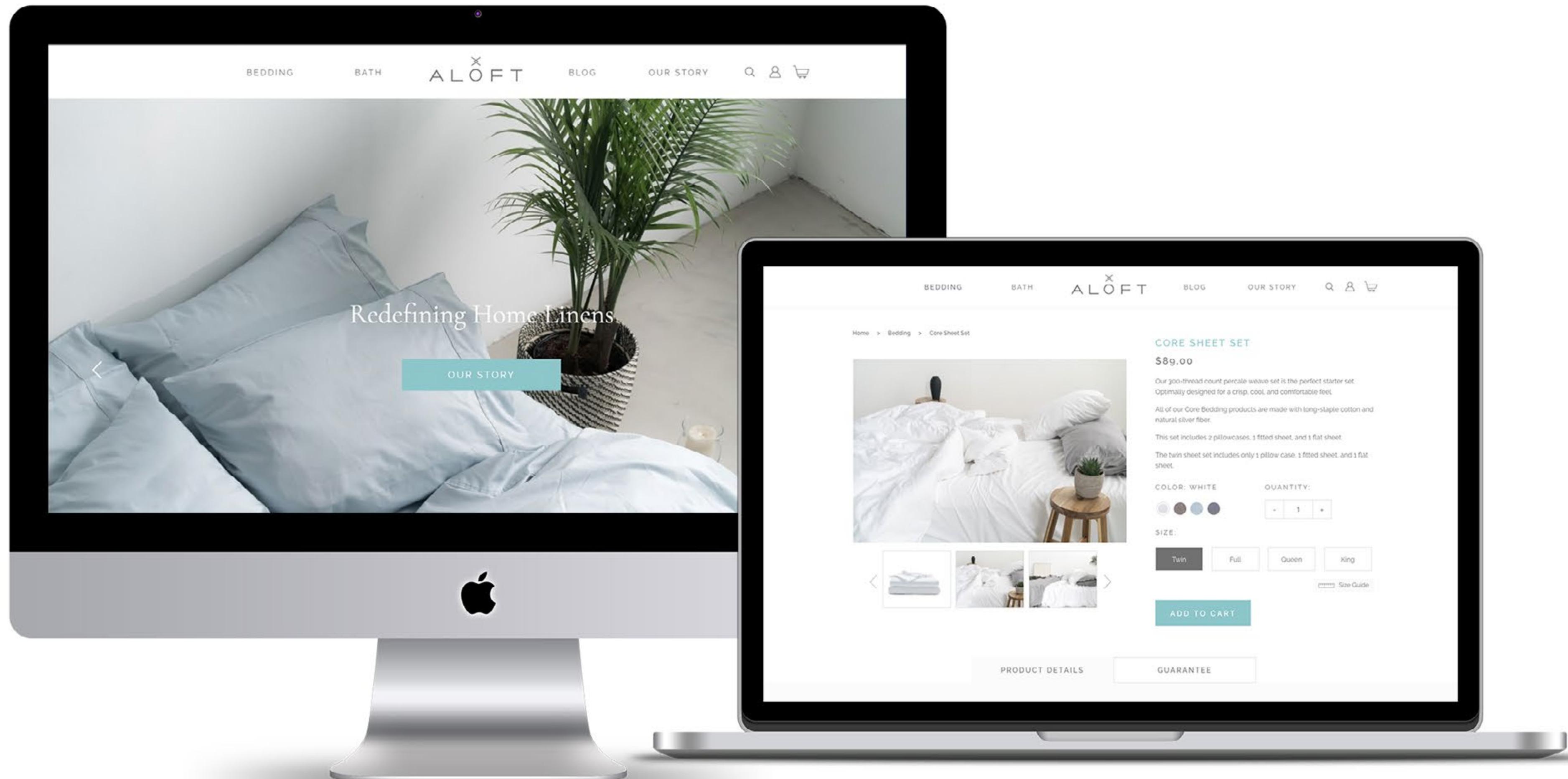
Photography

Web Design

Branding



Photography



Website

SAY GOODBYE TO DIRTY LINENS

PREMIUM COTTON
Our products are made from the highest quality cotton in the world, including USA-grown Supima cotton and Turkish-grown cotton.

ANTIBACTERIAL
Using advanced technology, we combine our premium cotton with natural silver fiber to permanently protect our products from 99.9% of bacterial growth.

LESS LAUNDRY
With silver fibers permanently infused into the fabric, our linens stay fresh, odorless, and clean day after day, which means less water and energy waste.

BEDDING COLLECTION
See the Sheets
SHOP BEDDING

BATH COLLECTION
See the Towels
SHOP BATH

Core Sheet Set
From \$89.00

Supima Sheet Set
From \$139.00

Bath Towel Set
From \$99.00

ADD TO CART

PRODUCT DETAILS

GUARANTEE

30 DAY RISK-FREE TRIAL
Try our products for 30 days. If you don't love them, we'll refund you. No questions asked.

ECO FRIENDLY
All of our products are Oeko-Tex certified, meet all sustainability standards, and stay cleaner and fresher far longer than your average linens.

FREE SHIPPING & RETURNS
All orders include free shipping and free returns for a hassle-free experience.

SIZE GUIDE

OUR STORY

CONTACT US

FAQ

Returns & Exchanges

Care Guide

CONNECT

SIGN UP FOR THE LATEST NEWS AND PROMOTIONS

email@example.com

SUBSCRIBE

Brand book



2

3

Aloft Home
Brand Book // 2017

01. THE BRAND

Brand Overview

Brand Voice

02. THE LOGO

Primary & Secondary Logos

Logo Uses (Dos & Donts)

03. IDENTITY SYSTEM

Fonts

Colors

Iconography

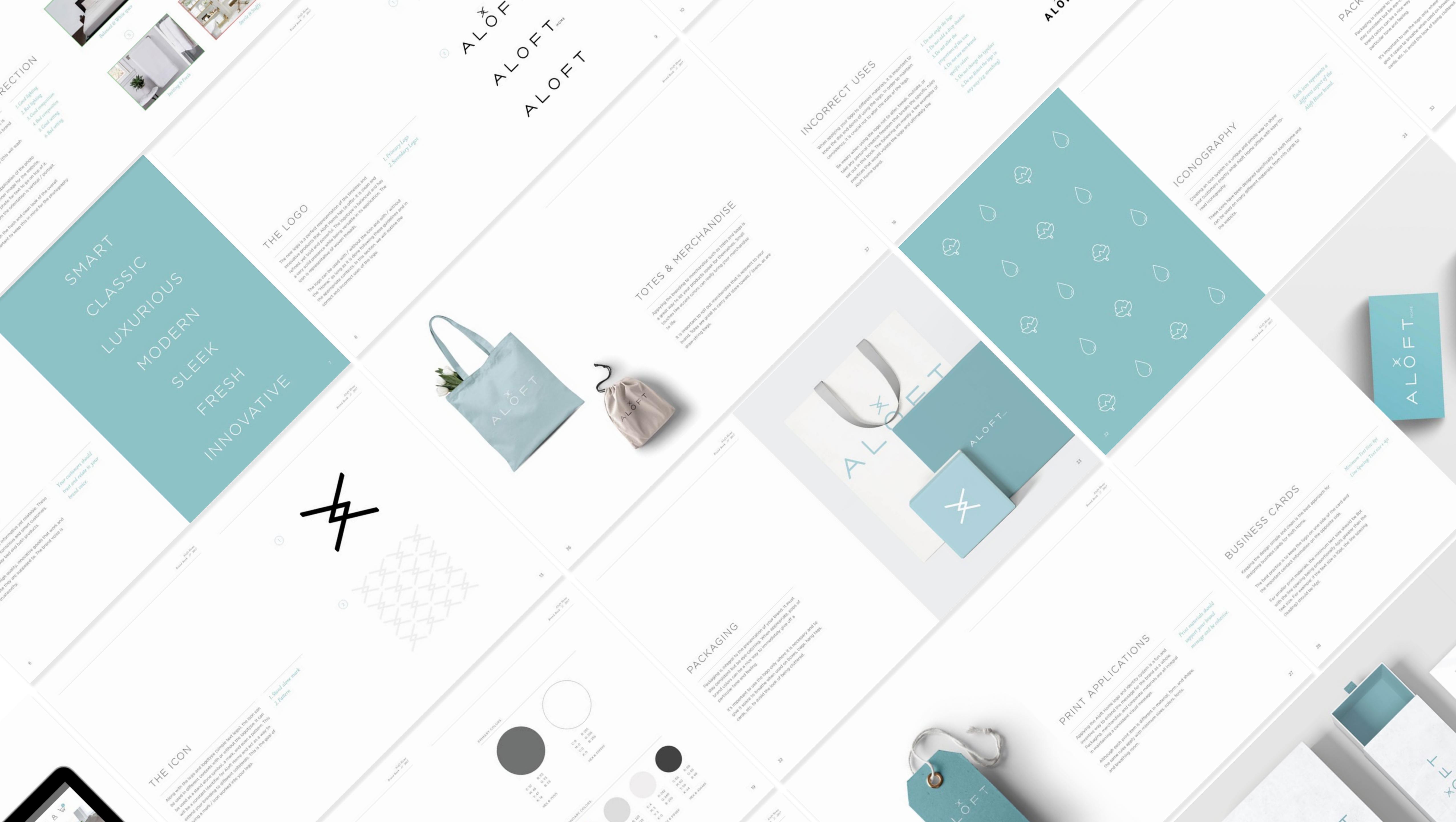
04. APPLICATIONS

Print Applications

Web Applications

05. ART DIRECTION

Photography



Worth & Worth

The Brief

Re-design Worth & Worth's home page to better showcase new hat designs for both men and women but also highlight the community around the brand.

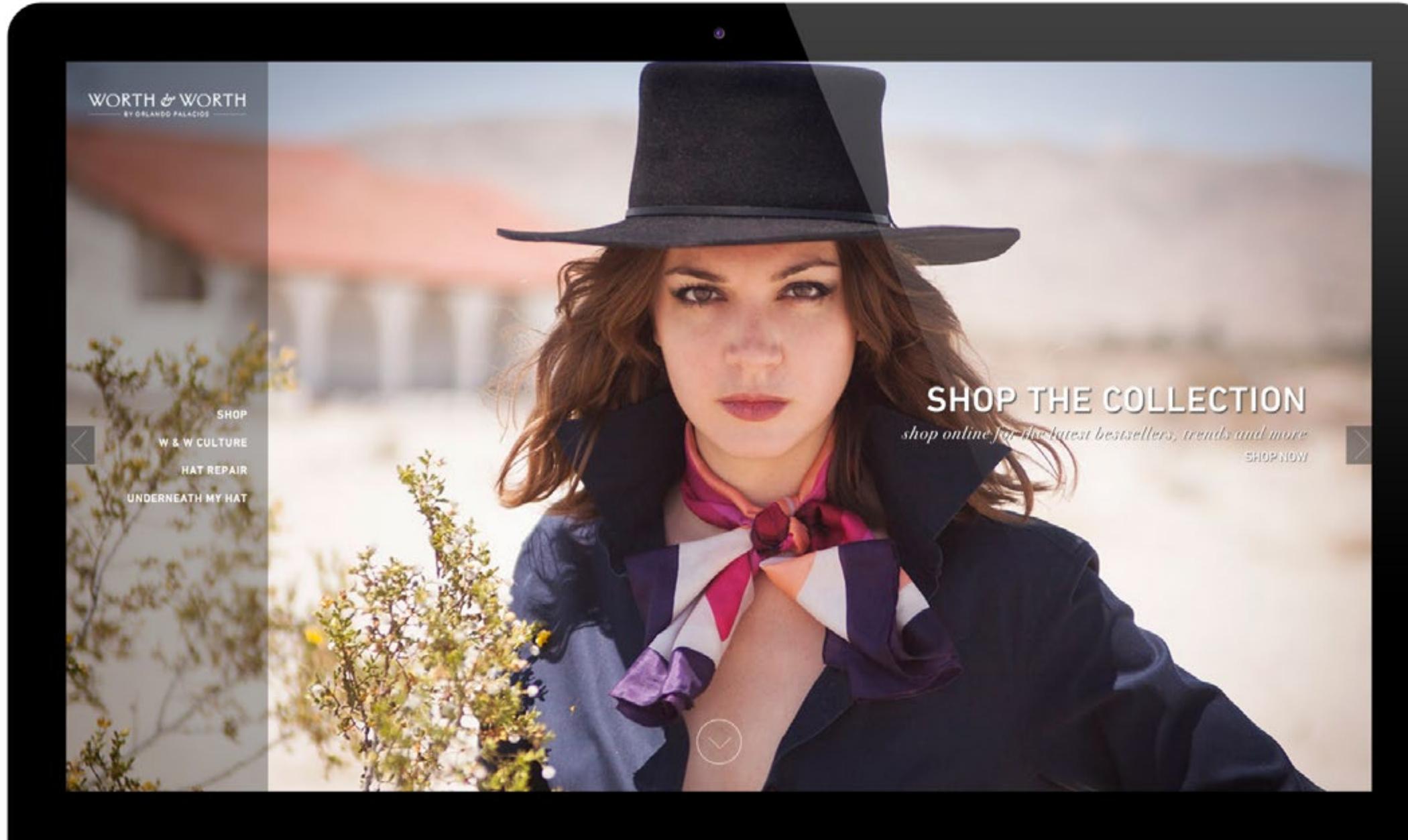
The Approach

Worth & Worth's products speak for themselves as one of a kind, bespoke hats. The design was kept simple and some interactivity was added to the page so that on hover, the user can see different angles of the hat. The community was also very important to the brand so an Instagram carousel was added to the page to highlight that aspect.

Art direction

Web Design

Website



The desktop version of the Worth & Worth website features a header with the brand name and a navigation bar with links: SHOP, W & W CULTURE, HAT REPAIR, and UNDERNEATH MY HAT. Below the header is a grid of three images: a woman in a black hat (SHOP WOMEN'S), a man's hand holding a light-colored hat (SHOP MEN'S), and a pair of yellow shoes and a black hat (SHOP ACCESSORIES). A section titled "OUR FEATURED HATS" follows, showing three hats: MONTECRISTI HAVANA (tan straw), BAYOU (light tan straw), and LEO CARILLO DYED (green). There are buttons to "SHOP THE COLLECTION" and "SHOP NOW". Below this is a "W&W REPORTAGE" section with images of a woman sitting on a porch (SOPHIE, BEAUTY IN THE APOCALYPSE) and a man lying on a roof (THE ICONS). An "INSTAGRAM GIVE AWAY" section with an "ENTER HERE" button is also present. The footer includes social media links, a newsletter sign-up form, and a "STAY ON TREND WITH US" section.

Lead the future campaign

The Brief

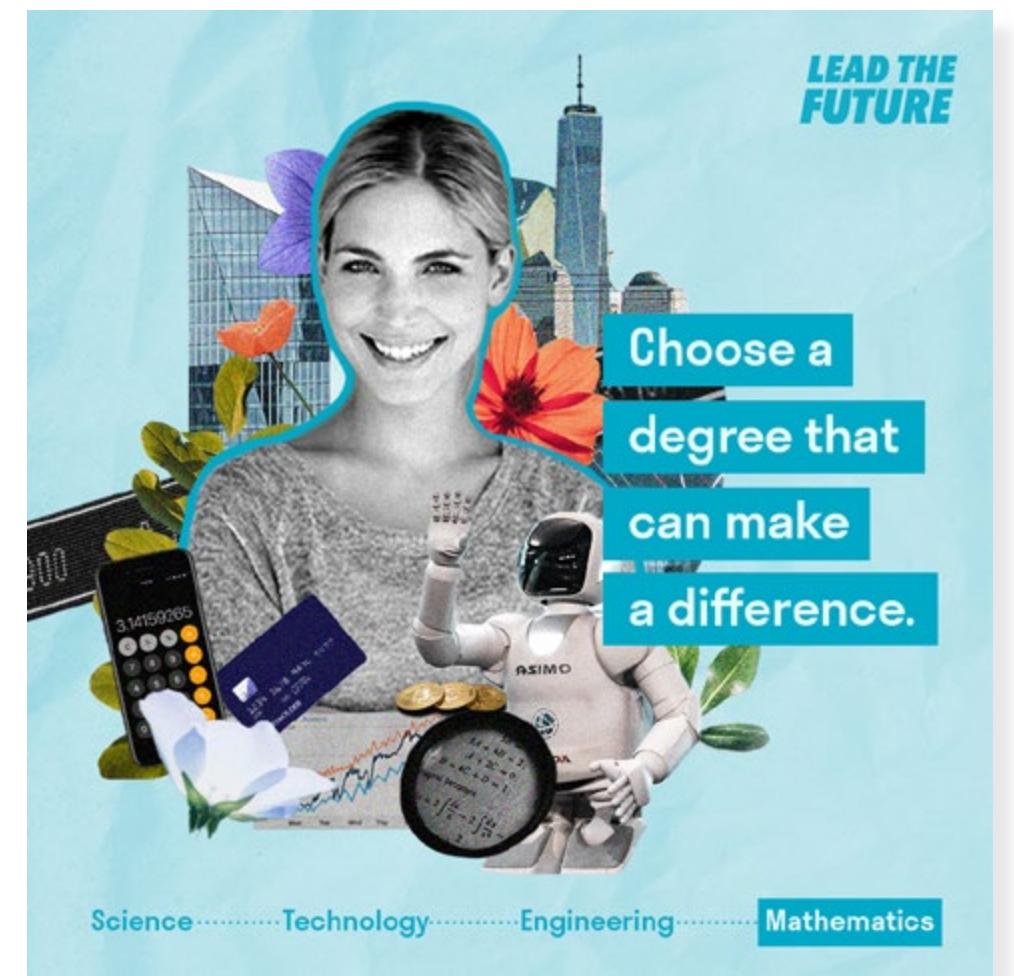
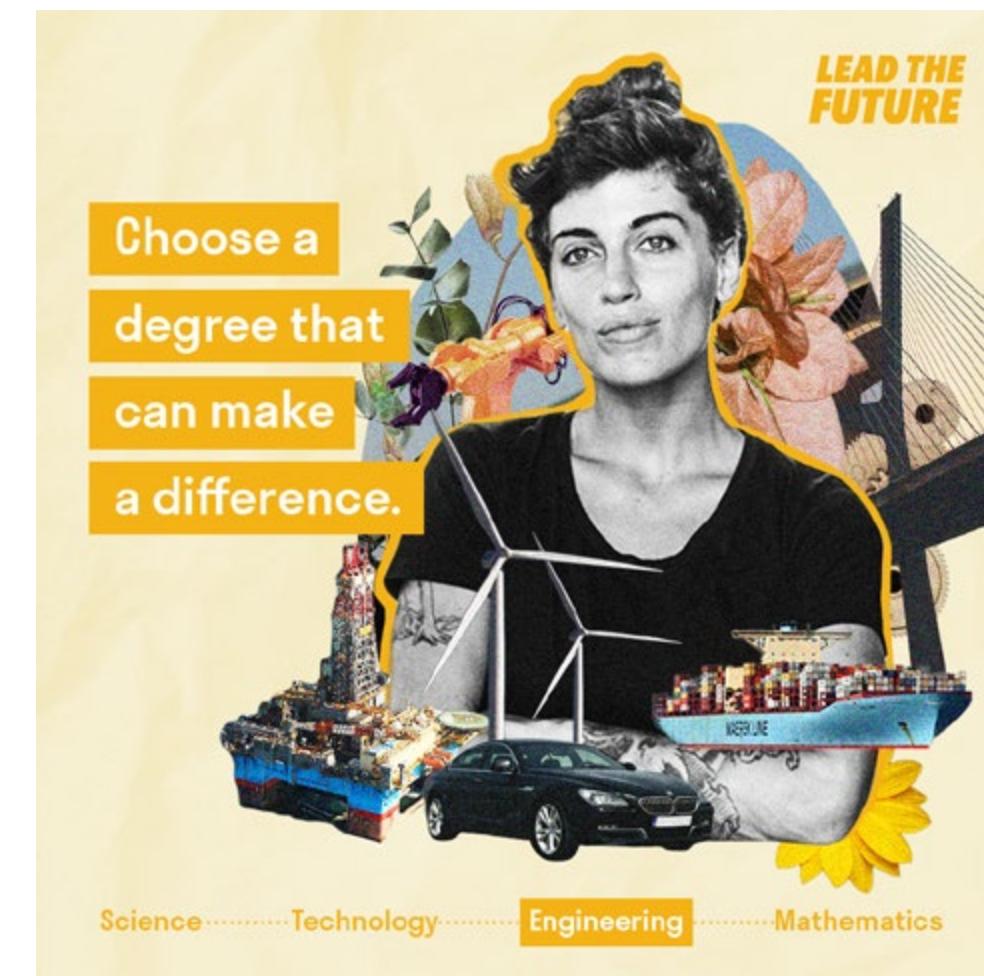
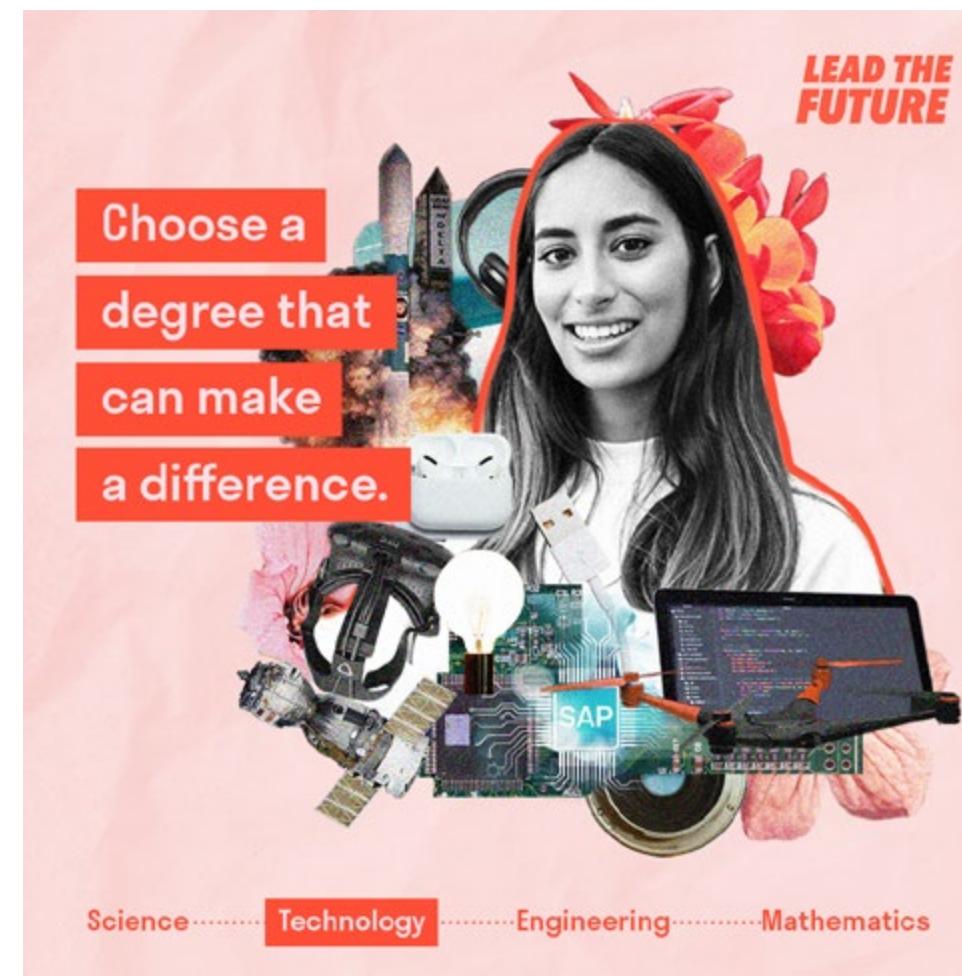
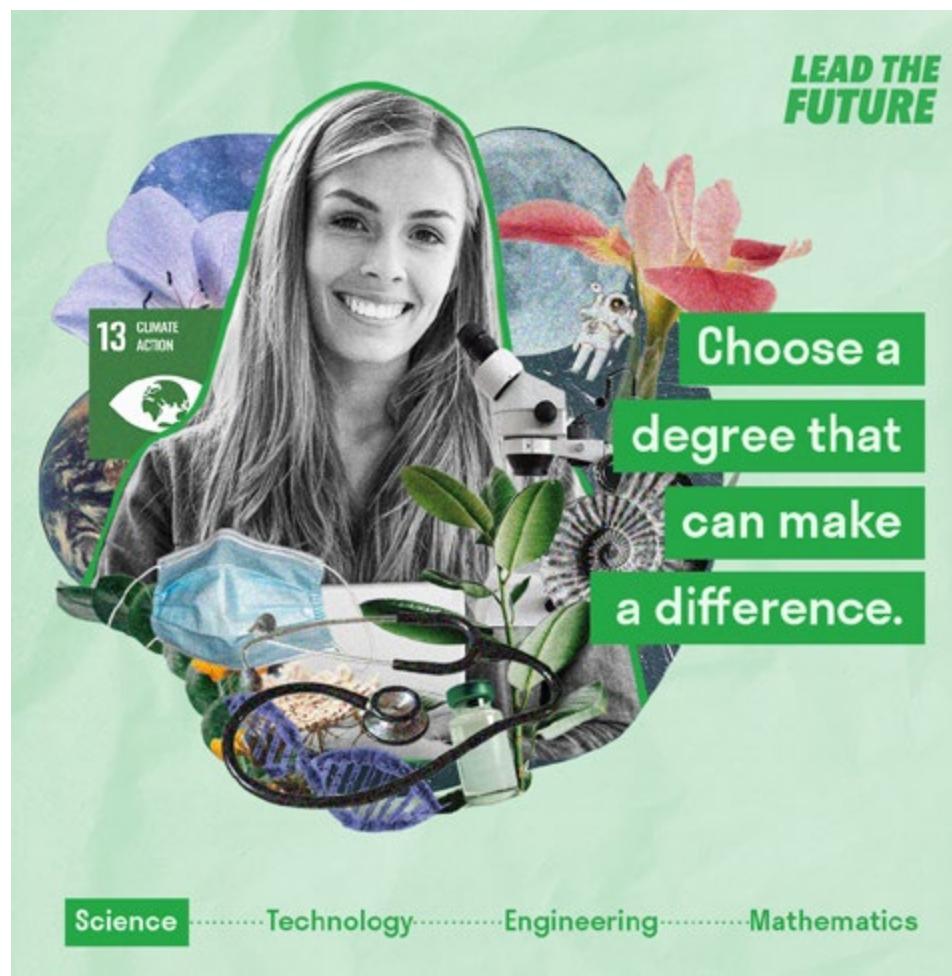
Create an eye catching social media campaign to encourage women to pursue degrees in STEM (Science, Technology, Engineering, and Mathematics).

The Approach

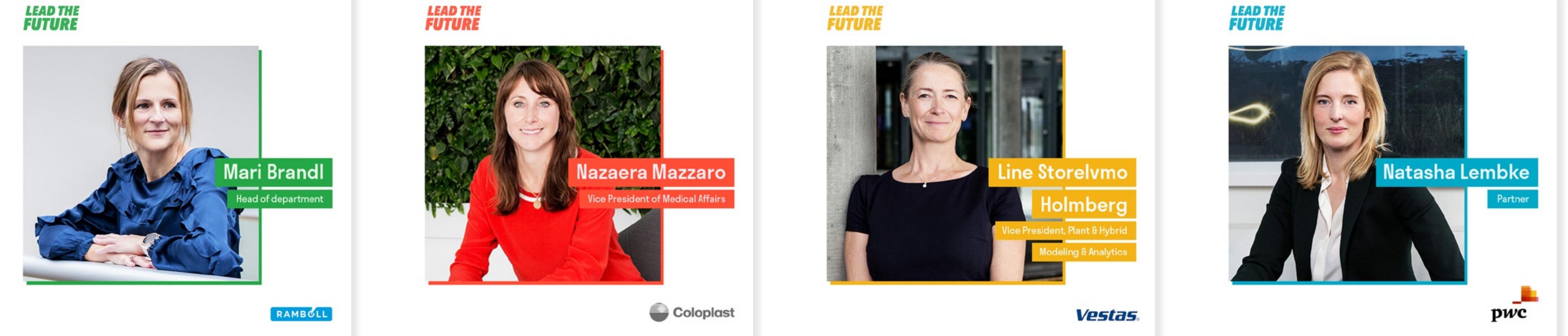
It was important to create a fresh, diverse, and fun campaign for such a worthy cause where young women could actually see themselves in one of these fields by giving a sense of what that universe could look like, which is why the collage approach was taken.

Art direction

SoMe



Social media campaign



Speaker posts

Samsøe Samsøe

The Brief

Conceptualize a social media campaign and store window campaign inspired by the Samsøe Samsøe Pre-Spring 2021 line.

The Approach

Accentuate and bring the clothing to life by using vibrant and bold colors along with simple and clean typography, letting the images and pieces speak for themselves.

Art direction

Concept

SoMe

Colors

01. Social media posts

I was immediately inspired by the various colors in the line and also the textures in the backgrounds of the photos. Keeping with the simplicity of the brand look and feel, for the pre-spring campaign I have created a visual look that uses color blocking, space, and plays with the orientation of the logo to create interesting compositions and movement.

02. Window campaign

01. Social media posts

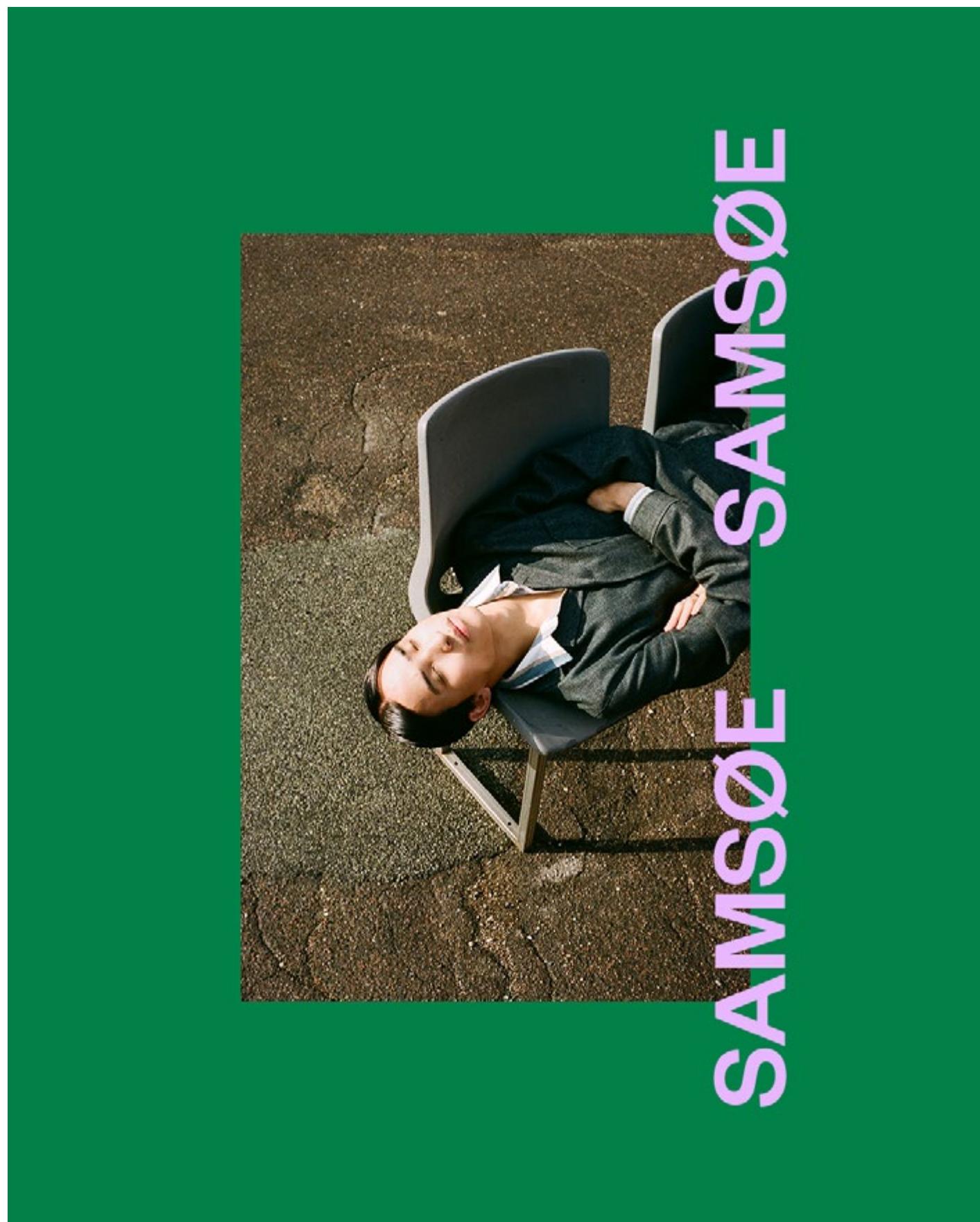
01. Social media posts

Of course the colors aren't meant to be used in every post, and sometimes it's nice to have a bit of a break/ "palette cleanser" with cleaner posts using the colors in more subtle ways. The importance is that the campaign is agile and open to interpretation based on its application.

02. Window campaign

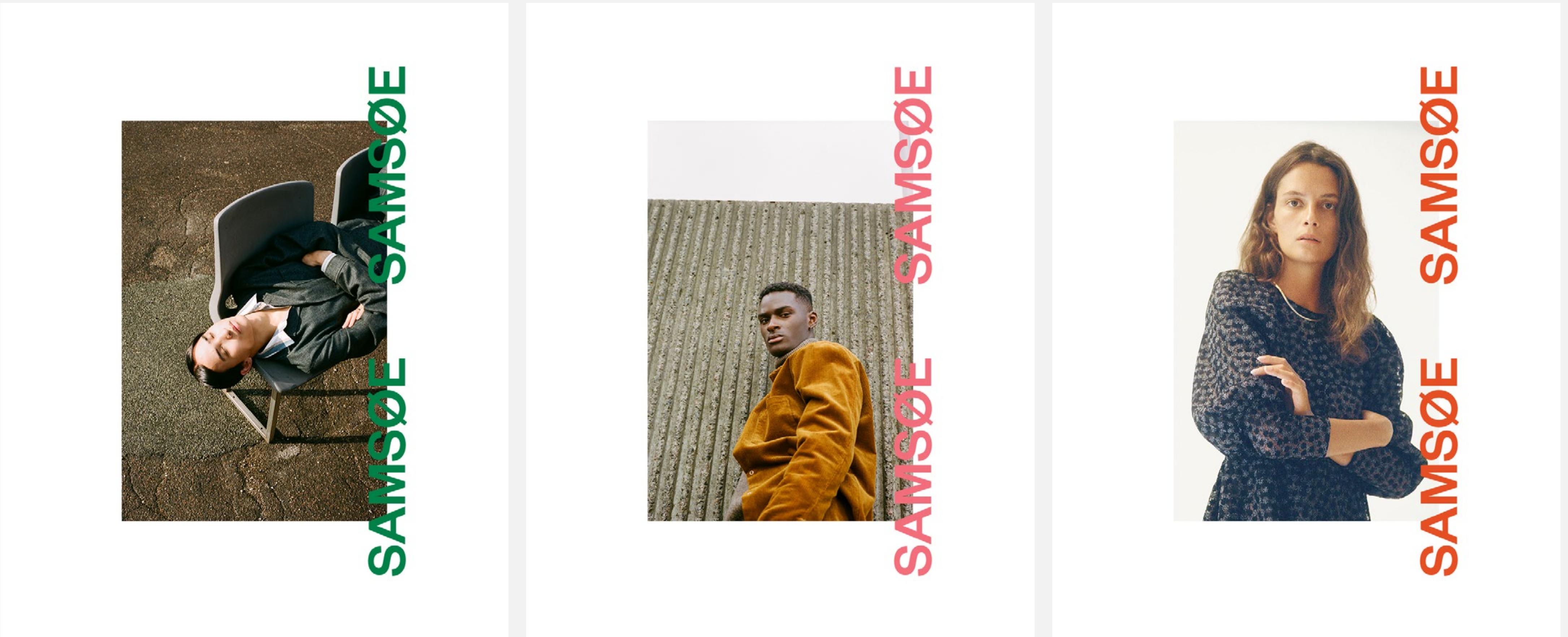
Considering there won't be mannequins or other props in the displays, I've used the patterns and textures from the images to create an overall mood for the window campaign. The images can be swapped out and resized for the varying window sizes.

Style guide



Social posts





Social posts



Window campaign



Window campaign

Thank you

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