

Tiffany Hong

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Connect:

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Education:

The School of Visual Arts / 2009-2013
BFA in Graphic Design

Work Experience:

Falcon.io | Copenhagen

Creative Designer

April 2019 – Present

- Support and enable teams across the organization by creating print and digital assets such as case studies, handbooks, display ads, and social posts
- Built out the identity, print, and digital assets for annual social media conference
- Developed a digital design system to help keep all brand guidelines in a central location
- Oversee and assign projects within the web and creative team

COLLAGE Official | Copenhagen

UX/UI Designer

September 2018 – March 2019

- Organized the user flow, sketched wireframes, created designs, and prototyped a new app
- Worked closely with team members to develop new features and then implemented them through functional design solutions

Hearst Digital Media | New York City

Product & Presentation Designer

May 2017 – April 2019

- Mentored junior designers and collaborated with photo and video editors
- Designed and created digital assets for properties such as Cosmo, ELLE, Harper's BAZAAR, Esquire, and other Hearst brands
- Brainstormed, conceptualized, and produced branding and identity for internal and corporate events
- Printed, installed, and built designs in physical spaces throughout Hearst Tower

DBNY | New York City

Lead Designer

July 2016 – May 2017

- Directed, conceptualized, and scheduled projects
- Designed websites from the initial sketch to deployment
- Collaborated with developers during website builds
- Art directed photoshoots; developed and directed art concepts throughout production

Look By M | New York City

Art Director

May 2015 – June 2016

- Oversaw all web content creation, social media accounts, and print catalog production
- Art directed and managed personnel during photoshoots for lookbooks
- Led production-design initiatives from conception to execution
- Attended trade shows in New York and Las Vegas and connected with prospective clients

Global Point NY | New York City

Creative Associate

June 2013 – August 2014

- Designed websites, managed social media accounts, and created digital strategies
- Collaborated with clients ranging from boutique hotels to luxury fashion and beauty brands