

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:

FLSmidth | Copenhagen

Lead Digital Designer

October 2020 – Present

- Responsible for all digital design assets across the marketing and sustainability teams
- Project manage and collaborate with various stakeholders on the website design, social campaigns, video editing, and updating the digital aspects of the brand portal
- Art direct animations being created by external vendors who are not familiar with the brand
- Create templates and guidelines around how to properly apply our brand style and visual identity across various media and materials
- Collaborate with our web developer and external agency to create new pages or user flows on the website
- Introduce new, digital forward ways of creating traditional materials like flowsheets by implementing interactivity and a fresh user interface

Falcon.io | Copenhagen

Senior Digital Designer

April 2019 – April 2020

- Supported and enabled teams across the organization by creating print and digital assets such as case studies, handbooks, display ads, social campaigns, and website updates
- 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

Hearst Digital Media | New York City

Digital 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

- Designed and conceptualized 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