

# tif smith

**Tiffany Meghan Smith**

**Richmond, VA | 540.394.8412 | hellonifty.com**

## PROFILE

I'm a creative and multitalented designer with experience in responsive web design, illustration, print design, and marketing. I have worked in a variety of environments, from small agencies to large universities, exercising my excellent collaborative and interpersonal skills. Passionate and innovative, I'm accustomed to meeting tight deadlines and respecting client budgets.

## TECHNICAL SKILLS

Adobe Creative Cloud Suite; UI/UX design; HTML; CSS/SASS; PHP; JavaScript; jQuery; responsive design; front-end development; photography and lighting; WordPress; SiteCore; Shopify; Google Docs; email marketing and design; SEO; social media; pre-press print design; 508/ADA Compliance Certification; typography.

## TRADITIONAL SKILLS

Japanese calligraphy; screen printing; intaglio; monoprint; letterpress printing; Risograph printing; book-binding; photography; watercolor; illustration.

## EDUCATION

AUGUST 2006-MAY 2009

**Master of Arts in Pastoral Counseling** (Cum Laude) from Liberty Theological Seminary (Lynchburg, VA)

AUGUST 1997-MAY 2002

**Bachelors of Fine Arts in Graphic Design** (with Honors) from University of Florida (Gainesville, FL)

## REFERENCES

Available upon request!

## EXPERIENCE

AUGUST 2019-AUGUST 2020 | CREATIVE DIRECTOR

**Holly Lane Christian Jewelry (Montpelier, VA | [hollylane.com](http://hollylane.com))**

Responsible for all marketing direction from photography (product and lifestyle photography), social media, printed materials, advertising campaigns, and email and web design for a small, independently owned business.

JUNE 2017-AUGUST 2019 | CONTRACT GRAPHIC DESIGNER

**Dominion Energy (Richmond, VA | [dominionenergy.com](http://dominionenergy.com))**

Web and social media design for a Fortune 500 power company responsible for implementing design guidelines, planning a corporate web design, making Dominion's online presence accessible to all clients according to Section 508 AA guidelines, and creating innovative and engaging content for the company's online identity.

JANUARY 2011-PRESENT | SOLE PROPRIETOR

**Stubborn Press & Company (Richmond, VA | [stubbornpress.com](http://stubbornpress.com))**

Founder of freelance full-service graphic design studio offering branding/identity, illustration, web, and letterpress print design services specifically focused on assisting small, local businesses, nonprofits, and individuals grow in the right direction while looking visually fabulous.

MARCH 2016-MAY 2016 | CONTRACT GRAPHIC DESIGNER

**Prophet (Richmond, VA)**

Planned and designed conference booth collateral for the McKesson pharmaceutical company alongside fellow art directors, implementing brand guidelines and creating an educational, interactive experience for an important internal announcement.

AUGUST 2012-NOVEMBER 2015 | DIGITAL DESIGNER

**WorldStrides (Charlottesville, VA | [worldstrides.com](http://worldstrides.com))**

Digital and front-end designer for large student travel company part of a small, in-house creative agency. Contributing participant in an 18-month rebranding experience that included: logo and identity systems, strategizing and redesigning websites and landing pages, and both digital and print marketing campaigns.

JULY 2014-DECEMBER 2014 | CONTRACT UI/UX DESIGNER

**Harmonia (Charlottesville, VA | [harmonia.com](http://harmonia.com))**

Perfected the visual experiences for web/mobile applications in an agile environment for various US military contracts with a team of programmers and human interface interaction specialists to make projects on the field easy to understand and quick to execute.

MARCH 2007-DECEMBER 2010 | GRAPHIC DESIGNER

**Blair Marketing (Lynchburg, VA | [blairmarketing.com](http://blairmarketing.com))**

Met the branding, print, and web design needs of both local, national, and international clients through web and print design. Big name client accounts included: Bernhardt Furniture, Martha Stewart, and Lumar Films.

AUGUST 2006-MARCH 2007 | SENIOR GRAPHIC ARTIST

**Liberty University (Lynchburg, VA | [liberty.edu](http://liberty.edu))**

Planned and executed email- and web-related projects for the University as a whole, collaborating with print campaigns while maintaining brand standards and pushing for accessibility best practices.