

# Howdy. Hi. Hello. こんにちは。 I'm Tiffany Smith.

Don't bother with an objective. Your objective is obvious—to get hired and paid. Instead, use this space to summarize your story. Who are you? What do you do? What are your superpowers? What makes you special? Why should they care? Avoid business jargon and buzzwords. Be honest, authentic, and human, and tailor this to the employer's needs.

## Skills

- Branding & Identity
- Illustration
- Design Thinking
- Responsive Web Design
- Visual Design
- UI/UX Design
- Photography
- Print Design
- Social Media Management

## Tools

- Adobe Creative Suite
- Microsoft Office Suite
- Figma, Sketch
- Affinity Suite
- Procreate
- HTML5, CSS, Javascript  
Wordpress
- Facebook, Instagram

## Education

### BACHELORS OF FINE ARTS

#### GRAPHIC DESIGN

University of Florida

### MASTERS OF SCIENCE

#### COUNSELING

Liberty Theological Seminary

## Certifications

**2020** | Visual Elements of  
User Interface Design

**2019** | Section 508/ADA  
Compliance

## Experience

### JANUARY 2011 – PRESENT

#### FREELANCE DESIGNER

##### SELF-EMPLOYED | Richmond, VA

- Partnered with 30+ local organizations, churches, and small businesses across all of Virginia, the United States, and the world.
- Designed, launched and established 30+ brand identities and their branded collateral, advertising material, websites, and social media marketing campaigns.
- Conceptualized, illustrated, typeset and letterpress printed by hand dozens of business collateral pieces, one color at a time
- Illustrated dozens of portraits and custom vector works for various applications, from book covers to car wraps to websites to printed stationery to brochures to tabletop game characters

### AUGUST 2019 – 2020

#### CREATIVE DIRECTOR

##### HOLLY LANE JEWELRY | Montpelier, VA

- Planned, directed, photographed, edited, and implemented over 10 seasonal and specific collection-based advertising campaigns
- Created, launched, and analyzed 10+ successful monthly social media marketing content across multiple platforms to raise interaction and elevate content quality
- Elevated the performance, visual design, and accessibility of Shopify sales platform for products
- Mentored and instructed two aspiring graphic designers

### JUNE 2017-AUGUST 2019

#### VISUAL DESIGNER

##### DOMINION ENERGY | Richmond, VA

- Revitalized and streamlined a library of over 200 PDFs to update Dominion's documentation to be Section 508/ADA compliant and fully accessible
- Revised, developed, and implemented Section 508/ADA-compliant guidelines across multiple corporate sectors for all of Dominion's web presence
- Used HTML and CSS to create innovative and engaging design assets, user experiences, and web content for the company's online identity
- Collaborated on a cross-department team of 18 people to plan and design an entirely new website system, winning the bid for best design (and very proud to see it live and in action today, every day)

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## Current Games

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### DISCORD

#### **BLIND PROPHECY 2.0**

An Eberron West Marches-style server where I'm playing a rakshasa-inspired tiefling College of Eloquence Bard. Oh, and I hand coded our server newspaper, which you can find [here](#).

### ROLL20

#### **CURSE OF STRAHD**

I'm only on my third character in this campaign trudging through Barovia. It's fine. I'm fine. We're fine.

### PHPBB FORUM

#### **THORNS: UPRISING**

An original gaslamp fantasy set in a world that I have built and written with a handful of friends in a forum setting over the past decade, this is more free-form, collaborative writing than an actual game. I'm currently in the process of [building a new skin by hand](#) for Jcink forum software here. It's my pet project.

## Hobbies

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- Watercolor painting
- Letterpress printing
- Spending time in the woods or at the beach
- Japanese language & calligraphy

## Additional Experience

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MARCH 2016 – MAY 2016

### **GRAPHIC DESIGNER**

#### **PROPHET | Richmond, Virginia**

- Worked alongside a multinational team of editorial, product marketing, copywriting, and visual designers to create brand assets for clients such as McKesson to participate in conferences and trade shows
- Created design standards to improve brand consistency for 3 major clients

AUGUST 2012 – NOVEMBER 2015

### **DIGITAL DESIGNER**

#### **WORLDSTRIDES | Charlottesville, VA**

- Analyzed, designed, tested, implemented, launched, and analyzed dozens of email campaigns for 3 major divisions of a busy student travel agency
- Spearheaded the digital side of a complete corporate rebranding process over the course of 18 months by acting as an educator and liaison between different departments and the in-hour design team

JULY 2014 – DECEMBER 2014

### **UI/UX DESIGNER**

#### **HARMONIA, LLC | Charlottesville, VA**

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## Current Freelance Clients

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[Web Tech Fusion](#)

[Kakapo Marketing](#)

[Biba Letterpress](#)