

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

I am a multitalented creative professional with over 20 years of demonstrated hands-on experience in a variety of professional environments: from small agencies to large universities. Focusing on minimalism and functional, accessible design, I have helped establish solid brands from conception to completion.

## 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/UX 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 analyze, 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)

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

## Hobbies

---

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

## Additional Experience

---

**MARCH 2016 – MAY 2016**

**GRAPHIC DESIGNER**

**PROPHET | Richmond, Virginia**

- Worked alongside a multinational team of editorial, product marketing, copywriting, and visual designers to create a variety of 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**

- Researched, designed, and tested visual experiences for web and mobile applications in an Agile environment for various U.S. Military contracts
- Partnered with programmers and human interaction specialists to make projects on the field easy to understand and quick to use in order to save lives and protect others