

Howdy. Hi. Hello. こんにちは。

I'm Tiffany Smith.

I am a multitasking creative professional with almost 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
- Letterpress Printing
- Social Media Management

Tools

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

Education

BACHELORS OF FINE ARTS

GRAPHIC DESIGN

University of Florida

MASTERS OF SCIENCE

PASTORAL COUNSELING

Liberty Theological Seminary

Experience

AUGUST 2020 – PRESENT

FREELANCE DESIGNER

SELF-EMPLOYED | Richmond, VA

CURRENT CLIENTS: [Kakapo Marketing](#), [Biba Letterpress](#), [Done For You](#)

PREVIOUS CLIENTS: [WebTech Fusion](#), [West End Baptist Church](#)

- Partnered with local organizations, churches, and small businesses across all of Virginia, the United States, and the world to design and launch 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 CHRISTIAN 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)

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Certifications

2020 | Visual Elements of
User Interface Design

2019 | Section 508/ADA
Compliance

Hobbies

- Watercolor painting
- Letterpress printing
- Silkscreen and linocut
- 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