

I'm Tiffany Smith.

Designer. Illustrator. Storyteller.

Multitalented designer with over two decades of vibrant experience across diverse professional settings, from boutique agencies to esteemed academic institutions. Dedicated to crafting organic, user-friendly designs, I thrive on transforming concepts into beautiful brand identities. Let's collaborate to bring visionary ideas to life, driving impactful results every step of the way!

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

Certifications

2020 | Visual Elements of User Interface Design

2019 | Section 508/ADA Compliance

Experience

AUGUST 2020 - PRESENT

GRAPHIC DESIGNER / ART DIRECTOR

SELF-EMPLOYED | Richmond, VA

- Partnered with 20+ local organizations, churches, and small businesses to launch brand identities and accompanying collateral, catalyzing growth in audience reach and profits with growth ranging from 42% to an impressive 183%
- Strategically managed content and graphics for 14 businesses' social media accounts, achieving remarkable growth in reach and following, with gains averaging between 40% and 120%
- Provided mentorship and guidance to 4 junior designers, fostering their growth and facilitating successful collaboration on over a dozen design projects

AUGUST 2019 - 2020

CREATIVE DIRECTOR

HOLLY LANE CHRISTIAN JEWELRY | Montpelier, VA

- Successfully launched 14 distinctive seasonal and collection-based advertising campaigns from concept to execution, driving brand visibility and product engagement.
- Developed and implemented 10+ monthly social media marketing campaigns, resulting in heightened interaction and enhanced content quality.
- Enhanced Shopify sales platform performance and visual appeal, contributing to a sales increase of over 35%.
- Mentored and guided 2 emerging graphic designers, nurturing their skills and fostering professional growth.

JUNE 2017-AUGUST 2019

VISUAL/UX DESIGNER

DOMINION ENERGY | Richmond, VA

- Transformed and modernized a comprehensive library of 200+ PDFs to ensure Section 508/ADA compliance, enhancing accessibility and usability.
- Established and enforced Section 508/ADA-compliant guidelines across various corporate sectors, ensuring universal accessibility for Dominion's web presence.
- Leveraged HTML and CSS expertise to craft captivating design assets, user experiences, and web content, contributing to Dominion Energy's online identity.
- Collaborated with a diverse team of 15 professionals to conceptualize and execute a groundbreaking website redesign, earning recognition for best design and delivering a dynamic online platform.