



WORK

Tiffbits Shop - Founder & Designer *March 2016-Present*

- Designer of a stationery product line (200+ SKUs) of greeting cards, notepads, bookmarks, stickers, and gift items carried in stores nationwide.
- Keep up with market trends to design and illustrate new collections every season from sketch to final product. Plan out designs for product packaging, newsletters, social media marketing, photography, and video.
- Prep and format artwork files to send to local printers and third party manufacturers we partner with.
- Management of wholesale business including, but not limited to, fulfillment for key wholesale accounts (Urban Outfitters, Paper Source), meeting shipping deadlines, organizing inventory, and communicating with buyers and stores.

Freelance - Web Developer & Designer *August 2012-Dec 2018*

- Daily management of scheduling, potential leads, and meetings (with clients, designers, developers, or project managers on the project).
- Communicated with clients to translate their vision into functional, user friendly websites, with consideration of ease of maintenance post-launch.
- Advised on best practices and resources that fit the project's scope with a focus on helping small businesses and independent agencies.

Knot & Bow - Account Director *Dec 2014-Feb 2016*

- Maintained relationships with sales reps and buyers for all accounts (including Anthropologie, Liberty London, Nordstrom, The Container Store) for a product line of party goods, gift wrap, and stationery.
- Managed team schedules, tasks, and workflow for a rapidly growing small business ranging from 5-10 team members.
- Worked alongside the studio and accounts manager to ensure needs and timeline of large scale orders (~\$10k-\$50k) were met.

Barrel - Web Developer *June 2010-July 2012*

- Lead front end web developer with clients including Kaplan, General Electric, The Sartorialist, Bing, and 9/11 Day Org.
- Consulted with project managers on best web practices and functionalities for client's needs with budget and proposed timeline in mind.
- Communicated with designers on each project to find solutions and ensure form and functionality were aligned.
- Worked with a variety of technologies and languages including jQuery, PHP, and APIs, to translate designs into functional websites.

SKILLS

Adobe CC:

Illustrator, Photoshop
Working Knowledge:
InDesign, Premiere Pro,
After Effects

Languages & CMS:

HTML, CSS, JQuery, PHP,
Wordpress

ECommerce:

Shopify, Etsy, Faire
Stitch, ShipStation

EDUCATION

Parsons School of Design

2007-2011

BFA, Design & Technology

Hello!

I'm Tiffany Wu, a multidisciplinary creative based in Queens, NY.

I started my career as a front end web developer as a way of bridging my love for code and design. Later while freelancing I began designing and selling my own stationery on the side. Soon after I dived into the stationery industry working for small businesses and I juggled multiple roles for awhile.

Since 2019, I've been focused on my art and growing my stationery product business!