



WORK

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

- Designer & illustrator of a product line (200+ SKUs) carried in stores nationwide, including greeting cards, notepads, and gift items.
- Design and conceptualize ideas with a balance of market trend research, authenticity, and current customer behavior.
- In addition to creating assets for packaging, e-newsletter campaigns, and digital content across social media. Working with manufacturing partners for a variety of production techniques ranging from die cuts to enamel pins.
- Drive full product lifecycle every collection from sketch to on store shelves, which includes managing schedules to meet deadlines for key accounts (Urban Outfitters, Paper Source) and all wholesale and ecommerce business.

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

- Daily management of scheduling meetings (with clients, designers, or developers on the project), administrative tasks from drafting contracts to sending invoices, and staying organized to meet multiple project deadlines.
- Lead web developer for building functional, user friendly websites with consideration of client's ease of use and management post launch.
- Advised on best practices and resources that fit the project's scope and budget, 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, oversaw admin tasks, and created workflows for a rapidly growing small business ranging from 5-10 team members.
- Worked alongside managers and a production team to ensure inventory needs and shipping deadlines of large scale orders (~\$10k-\$50k) were met.

Barrel NY - Web Developer *June 2010-July 2012*

- Lead front end web developer in a fast paced web agency for clients including Kaplan, General Electric, The Sartorialist, Bing, and 9/11 Day Org.
- Collaborated with designers to ensure form and functionality were aligned, and all cross-functional teams involved from creation to website deployment
- Consulted with project managers on best web practices and functionalities for client's needs with proposed timelines and budget in mind.
- Participated in weekly developer team meetings to discuss current projects and lead presentations on new skills and technologies to share with the team.

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!