



WORK

Tiffbits Shop - Founder & Designer

March 2016-Present

- Manage a stationery product business with 200+ SKUs carried in stores like Paper Source, Urban Outfitters, and Strand Books, with monthly purchase orders upwards of \$8,000 and achieving 6-figure yearly gross sales.
- Drive full product lifecycle, from sketch to on store shelves, which includes managing deadlines for two national Key Accounts, 50+ Wholesale Accounts, and two DTC E-commerce stores. In addition to designing digital marketing assets for social media and newsletter campaigns that are aligned with the look and feel of the brand.
- Design, illustrate, and conceptualize ideas with an emphasis on market trend research and current consumer behavior to spearhead the direction of three to four seasonal collections launched every year.
- Partner and source manufacturers that hold high quality standards for a variety of production techniques ranging from die cuts to enamel pins in order to introduce new product categories and increase profit margins.

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

- Lead web developer for building functional, fully custom, user friendly websites utilizing Wordpress CMS and Shopify, with a passion for helping small businesses and independent agencies.
- Collaborated with project managers, designers, and developers on projects including NBCU, Tough Mudder, Alison Lou, and Picture Farm Productions.
- Handled logistics from drafting contracts to sending invoices, to scheduling meetings and juggling multiple project deadlines.

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

- Managed relationships with sales rep groups, Crow & Canary and Daniel*Richards, and Key Account buyers including Anthropologie, Liberty London, and Nordstrom of purchase orders ranging from \$1,000 to \$50,000.
- Collaborated with managers and a production team, for a rapidly growing product business of 5-10 team members, to ensure inventory and shipping logistics for orders were successfully met.
- Coordinated and attended Javits Center trade shows and markets.

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, and Bing.
- Collaborated with designers and all cross-functional teams from creation to website deployment and consulted on best SEO practices, CMS plugins, and functionalities for client's needs and budget in mind.

I'm a Designer, Illustrator, and Multidisciplinary Creative. I care about bringing authenticity and joy to the stories I tell.

SKILLS

Adobe CC:

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

Languages & CMS:

HTML, CSS, JQuery, PHP
Wordpress, Shopify Liquid

ECommerce:

Shopify, Etsy, Faire
Stitch, ShipStation

Operations:

Microsoft/Google
Word, Excel, PowerPoint
Slack, QuickBooks, Asana

EDUCATION

Parsons School of Design

2007-2011

BFA, Design & Technology