

Tiffany Hsu

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References available upon request

Work: 09/2015 - Present

TIFFANY HSU

Freelance Designer

Worked closely with a variety of businesses to bring their unique brand vision to life. Created identities, illustrations, iconography, style guides, and promotional print and digital collateral. Managed project schedules, timelines, and budgets. Some clients include: The Nature Conservancy, Artist Trust, The Dress Theory, Stephanie Gailing, and The Breath Space.

Work: 08/2013 - 09/2015

CIVILIZATION

Senior Designer

Collaborated with creative team to create smart, elegant branding solutions for clients in a multitude of fields such as social good, slow fashion, and restaurants. Conducted research of existing market, brand landscape, and demographic. Assisted with the development of assets for The Design Lecture Series. Created social media assets, client presentations, mockups, and thorough design directions.

Work: 09/2012 - 06/2013

PUBLICITY CENTER

Graphic Designer

Worked directly with clients to provide full service advertising at Western Washington University. Created publicity materials including posters, banners, digital signage and brand work. Developed collateral for full event packages including way-finding, interior signage, visual presentation and display designs, invitations, and programs.

Work: 06/2012 - 09/2012

CALLISON ARCHITECTURE & DESIGN

Design Intern

Collaborated with an integrated team of graphic and interior designers and architects to develop strong presentations, brand standards, and case studies. Worked extensively on signage, way-finding, and experience and lifestyle design integration for a variety of clients including Hilton, SOGO Japan, West Elm, Capitol One, and Swedish Hospital.

Education: Graduated 06/2013

Western Washington University, B.A. Design

Skills Summary: Technical

Adobe Illustrator
Adobe InDesign

Adobe Photoshop
Adobe Acrobat Pro

Microsoft Word

Skills Summary: Creative

Visual Identity
Extended Branding
Concept Development
Strategy + Research

Layout Design
Print Production
Print Processes
Packaging

Illustration
Iconography
Pattern Design
Website Design