

# TIFFANY BLUM

## ART DIRECTOR | GRAPHIC DESIGNER



## WORK EXPERIENCE

### **Freelance Designer | Bob's Discount Furniture, 2024-Current**

- Design graphics for sports partnership events
- Create daily email graphics and photo retouching
- In charge of data merge process for signage

### **Freelance Designer | Erie County Community College, 2022-Current**

- Help the college create their brand, and continue to evolve it
- Design all digital and marketing materials such as booklets, ads, info sheets, fliers, signs, billboards, PowerPoint templates and social media needs

### **Graphic Design Professional | CAS, 2022-2023**

- Manage and design print collateral and digital/social assets
- Work with event coordinators to design and produce event materials
- Create brand/design standards and implement design guides
- Create a catalog of design templates for other designers
- Work with translation vendor to successfully manage all translated projects
- Implement design "cheat sheets" for other designers to ensure consistency

### **Creative Director | All About Vibe, 2021**

- Manage and design all creative projects including emails and social media posts
- Create the vision and execute all seasonal campaigns
- Direct and style photo and video shoots, purchase props, retouch all images

### **Art Director - In-Store Signage/Packaging | Claire's, 2017-2019**

- Manage project work flow for multiple designers
- Present creative to leadership and stakeholders
- Work with project coordinators and buying team to execute company needs
- Lead seasonal campaign kickoff and concept exploration meetings
- Ensure brand consistency across multiple channels
- Update project management software (Asana)

### **Lead Designer - In-Store Signage/Packaging | Claire's, 2015-2017**

- Design sign kits and other in-store print needs
- Design web banners and social media post for digital team
- Art direct photo shoots/select decor materials based on function and budget
- Oversee press checks, pre-pro meetings and approve vendor proofs

### **Graphic Designer - Carding/Packaging | Claire's, 2013-2015**

- Design jewelry carding graphics and cosmetics packaging
- Create custom dieelines for hang tags, blister cards and product boxes
- Produce mock-ups for buying team and executives

### **Graphic Designer | Freelance, 2009-2012**

- First Alert - packaging design, mock-ups, store display graphics
- Legend Creative - logos, fliers, van graphics

### **Graphic Designer - Graphics/Packaging | Gilchrist & Soames, 2006-2009**

- Design graphics for hotel amenities, packaging and printed materials
- Create custom dieelines for hang tags, boxes, soaps and bottles
- Photograph products and retouch images, produce mock-ups for sales consultants
- Assisted in landing accounts such as Sandpearl Resort and Nylo Hotel
- Executed designs for Bellagio, The Ritz Carlton and Harrah's

Creative talent who pours true passion for design, into each project! I am a successful designer/art director in print, packaging and web. Let's chat, and see if I'm a fit for your team!



## PORTFOLIO

[www.tiffanyblum.com](http://www.tiffanyblum.com)



## PHONE

513.379.1809



## EMAIL

[tiffanyblum10@yahoo.com](mailto:tiffanyblum10@yahoo.com)

## SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Xd

Adobe After Effects

Adobe Premier

Microsoft Office

## EDUCATION

Art Academy of Cincinnati  
BFA, Communication Arts, 2004

University of Cincinnati  
Liberal Arts Major, 1999 - 2001