

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 dielines 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 dielines 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

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PHONE

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EMAIL

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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