



tiffanygtcruz@gmail.com  
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## Skills

Brand Identity, Logo Design, Packaging, Motion, Illustration, User Experience, Conceptual Research, CSS

## Design Tools

Figma, Illustrator, After Effects, Photoshop, Sketch, InDesign, Invision, Miro, Marvel, Zeplin

## Education

CUNY | Queens College  
Flushing, New York  
2016 - 2019  
BFA Graphic Design

CUNY | Hunter College  
Manhattan, New York  
2014 - 2016

## Achievements

Featured Web Creator for Editor X for Wix

30 Best Websites of 2022

## Experience

**Attentive Mobile** | *Manhattan, New York* | 2020 - present

### Visual Designer II

- Revamped new company brand identity and website.
- Demoed and created of text image & GIF guidelines for major companies including Guess and SavageX to send images and videos over text.
- Spearheaded an asset gallery of GIFs and images to drive more companies to send over text.
- Worked closely with clients and other internal teams as a UX expert advising on visual and inclusive design best practices and solutions for accessibility.

**Wix.com Playground** | *Manhattan, New York* | 2020

### Wix Playground Academy Student

- Exclusively selected as one of 48 participants out of 1,000+ candidates for Wix's intensive 3-month web design program.
- Created an online campaign for quip. Produced new landing page, animations & shot original photography.
- Worked closely together with the non-profit The Children Art Carnival to understand their websites needs & created a new website from the ground up to create a site that is safe space for youths and future young artists to learn and explore the arts.

**Freelance Designer** | *Manhattan, New York* | 2019 - 2020

- Rebranded Sammy Rae Collection with a new logo & brand system to deliver consistent messaging & expand their audience.
- Increase social engagement & likes on Instagram posts with new social post layout.

**MCD Partners** | *Manhattan, New York* | 2020

### Design Intern

- Worked across a wide range of web-related projects including UI designs, motion graphics, & banner campaigns for Discover, General Tire, and Continental Tire.
- Assisted creative director and art directors in Discover Superbowl ad campaign.

**AMP Agency** | *Manhattan, New York* | 2019 - 2020

### Design Intern

- Executed illustrations and motion graphics on various social posts under senior copywriter and senior art director celebrating Vagisil & women empowerment for Instagram with over 1k views.

**Blade** | *Manhattan, New York* | 2019

### Marketing Design Intern

- Assisted creative team in creation of brand assets including digital and print advertisements, social media, and motion graphics for upcoming events with partnerships and sponsors.
- Lead designer and researcher involved in the creation of GIPHY stickers for use on Instagram's story platform, resulting in GIFs that have over 33.3 million views.