



tiffanygtcruz@gmail.com
www.tgtcruz.com
516-404-7457

Multidisciplinary Designer

Skills

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

Design Tools

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

Education

CUNY | Queens College
Flushing, New York
2016 - 2019
Graphic Design Major
Chinese Minor

CUNY | Hunter College
Manhattan, New York
2014 - 2016

Achievements

Queens College Dean's List
2016 - 2019

Hunter College Dean's List
2015 - 2016

Olympic of the Visual Arts
Saratoga, NY | 3rd Place |
2012 - 2014

References

Available Upon Request

Experience

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

- Rebranded Sammy Rae Collection with a new logo & brand system to deliver consistent messaging & expand their audience.
- Created brand guidelines to help with the creation of future assets.
- Increase social engagement & likes on Instagram posts with new social post layout.

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.
- Lead producer on website development for the nonprofit The Children Arts Carnival in Harlem.
- Created an online campaign for quip. Produced new landing page, animations & shot original photography.
- Worked closely together with 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.
- Designed a high-level portfolio. Reinvented their existing personal portfolio into an online presence that uniquely sets themselves apart.

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 animations on various social posts celebrating Vagisil & women empowerment for Instagram with over 1k views.
- Supported senior copywriter and senior art director across a variety of projects from monthly social media posts for January to March for Vagisil and other motion graphics.

Blade | *Manhattan, New York* | 2019

Marketing Design Intern

- Responsible for the ideation, creation & production of all Blade specifically the Nantucket market as a creative.
- 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 19 million views.