

TIFFANY CRUZ

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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
BFA Graphic Design

CUNY | Hunter College
Manhattan, New York

Achievements

Featured Web Creator for Editor X for Wix

30 Best Websites of 2022

Experience

Wunderman Thompson | *Manhattan, New York* | 2023 - present

Lead Designer

- Working with the growth and new business team from concept to implementation, designing and guiding the creation of detailed client facing experience and deliverables.
- Interweaving the visual language which compels clients to want to work with us.
- Create High fidelity visuals such as prototypes, style guides and visual systems and help others with user research feature sets, customer journeys, information architecture, and usability tests.

Attentive Mobile | *Manhattan, New York* | 2020 - 2023

Visual Designer II

- Revamped new company brand identity and website.
- Demoed and wrote text image & GIF guidelines for major companies including Guess and SavageX to send images and videos over text.
- Lead an asset gallery of GIFs and images to drive 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 NYC organization to understand their website's needs & created a new website from the ground up to create a site that is a 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 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.