TIFF bits

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WORK

Tiffbits Shop - Founder & Designer *March 2016-Present*

- Designer of a stationery product line (200+ SKUs) of greeting cards, notepads, bookmarks, and gift items carried in stores nationwide.
- Keep up with market trends to design and illustrate new collections every season from sketch to final product. Plan out designs for packaging, e-newsletters, social media, and all digital marketing.
- Prep and format artwork files to send to local printers and manufacturing partners for production of products ranging from custom die cuts to notepads.
- Manage entire wholesale business including meeting shipping deadlines for key account orders (Urban Outfitters, Paper Source), invoicing and all administrative tasks, and communicating with buyers and stores.

Freelance - Web Developer & Designer *August 2012-Dec 2018*

- Daily management of scheduling meetings (with clients, designers, or developers on the project), administrative tasks from drafting contracts to sending invoices, and staying organized to meet multiple project deadlines.
- Lead web developer for building functional, user friendly websites with consideration of client's ease of use and management post launch.
- Advised on best practices and resources that fit the project's scope and budget, with a focus on helping small businesses and independent agencies.

Knot & Bow - Account Director *Dec 2014-Feb 2016*

- Maintained relationships with sales reps and buyers for all accounts (including Anthropologie, Liberty London, Nordstrom, The Container Store) for a product line of party goods, gift wrap, and stationery.
- Managed team schedules, oversaw admin tasks, and created workflows for a rapidly growing small business ranging from 5-10 team members.
- Worked alongside managers and a production team to ensure inventory needs and shipping deadlines of large scale orders (~$10k-$50k) were met.

Barrel NY - Web Developer *June 2010-July 2012*

- Lead front end web developer in a fast paced web agency for clients including Kaplan, General Electric, The Sartorialist, Bing, and 9/11 Day Org.
- Worked alongside designers to ensure form and functionality were aligned, in addition to assisting with content population and file prep for SEO.
- Consulted with project managers on best web practices and building functionalities for client's needs with proposed timelines and budget in mind.
- Learned and implemented a variety of technologies and languages including jQuery, PHP and APIs, to translate designs into functional websites.

SKILLS

Adobe CC:
Illustrator, Photoshop
Working Knowledge:
InDesign, Premiere Pro,
After Effects

Languages & CMS:
HTML, CSS, JQuery, PHP,
Wordpress

ECommerce:
Shopify, Etsy, Faire
Stitch, ShipStation

EDUCATION

Parsons School of Design

2007-2011

BFA, Design & Technology

Hello!

I'm Tiffany Wu, a multidisciplinary creative based in Queens, NY.

I started my career as a front end web developer as a way of bridging my love for code and design. Later while freelancing I began designing and selling my own stationery on the side. Soon after I dived into the stationery industry working for small businessess and I juggled multiple roles for awhile.

Since 2019, I've been focused on my art and growing my stationery product business!