




Tiffany Ching

GRAPHIC DESIGN PROFESSIONAL

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tiffanyching.com 

Skills

Design

- Art Direction & Design
- Project Management
- Branding
- Visual Design
- Layout Design
- Print Production
- Web Design
- Social Media Graphics
- Design Strategy

Software

- Adobe Creative Suite (Acrobat, InDesign, Photoshop, Illustrator)
- Microsoft Office 365 (PowerPoint, Word, Excel, Teams)
- HTML
- CSS
- Hubspot

Signature Achievements

- Generated 120+ marketing-qualified leads and 2K+ database contacts through graphics design and development.
- Awarded 3rd place for Best-in-Show at high-profile trade show for design of healthcare exhibit booth.
- Saved company time and money by spearheading drive toward digital graphic requests forms.

Education

University of California, San Diego San Diego, CA

B.A., Interdisciplinary Computing in the Arts and Music (ICAM)

Profile

Innovative and detail-oriented graphic designer with 10+ years experience specializing in helping companies build brand identity across multiple platforms. Highly skilled communicator able to recognize clients' needs and to develop artistic designs. Proficient in taking design process from conceptualization to delivery with excellent collaborative skills and aptitude to work independently or as a team player in deadline-driven environments.

Experience

Senior Graphic Designer

ettain group (fka. Leidos Health) | SAN DIEGO, CA

2013 – 2020

Drives the design, development, and implementation of graphics, layout, and marketing communication materials (e.g., brochures, emails, invitations, and advertisements) for healthcare IT consulting firm. Maintains visual standards and guidelines of established brand, ensuring consistency of visual elements (e.g., typography, photography, and illustrations). Collaborates with internal stakeholders and outside vendors to meet company's brand requirements. Designs unique images for in-house graphics library.

Key Achievements:

- Generated 120+ marketing-qualified leads and 2,000+ database contacts in first two quarters by designing and developing graphics for Demand Generation Program (e.g., promotions, email marketing, and collateral).
- Elevated brand by designing cohesive graphic concepts, themes, and deliverables (e.g., nametags, agendas, posters, and presentations) for annual national sales meetings.
- Designed and animated looping set of proof point slides displayed on large wall (4 ft. x 7 ft.) LED screens at company's largest healthcare trade show (nearly 45,000 attendees). Slide design and format was used as a template for future trade shows.

Senior Graphic Designer

SAIC | SAN DIEGO, CA

2010 – 2013

Directed large-scale, high-priority campaigns, requiring skills in project management, concept design, graphic development, print production, and product delivery, while communicating directly with internal and external clients. Developed corporate brand identity by collaborating with creative directors, writers, editors, and legal team members. Pre-pressed files and coordinated with print vendors during production, in addition to delivering final artwork.

Key Achievements:

- Saved company thousands of dollars by designing handwritten font, eliminating need to pay for expensive usage rights.
- Awarded 3rd place for Best-in-Show at high-profile trade show for design of healthcare exhibit booth, which featured original headers, posters, factsheets, and PowerPoint presentations.
- Earned multiple promotions following superior performance and demonstrated graphic design capabilities.