Tiffany Lee

tiffwoodpdx@gmail.com
Tiff-wood.com/design
LinkedIn

Creative skills

Figma

AEM (Adobe Experience Manager)

Adobe Create Suites

Woodworking

Years of Experience

14+

Education

The Ohio State University

Bachelor of Fine Arts

2003-2008

ESDI School of Design
2006
Rio de Janeiro, Brazil

Lead Product Designer | Twitter | 2020-2022

User centered design system lead focusing on component driven design, accessibility and partner training. The ultimate goal was to create better products and experiences through strategic design thinking, stress testing, collaboration and polished execution.

- Lead current web design system and contribute to the creation of holistic, elegant designs with a keen focus on final product quality and polish

- Empower all teams utilizing the design system by guiding them daily and weekly on user experience, thinking beyond compliance to ensure accessible results

- Audit current implementations, create new ones and identify potential areas for simplification and improved consistency

- Design with flexibility in mind, ensuring designs are accessible and adaptive to various workflows and viewports - especially asset optimization best practices

- Excellent communication, presentation, and interpersonal skills with ability to translate complex thinking to non-designers and business stakeholders

- Collaborate with fellow designers (and cross functionally) to help evolve the design language of the platform and solve strategic initiatives and new program challenges quickly and creatively

- Identify the most impactful concepts and push them through a process of critical evaluation, execution, implementation, experimentation, success—or failure

- Works independently with little management, especially cross-functionally

- Design system onboarding and software training

- Filling the gap between design and engineering, ensuring designs work responsively and optimally within the limitations of our technical framework

Senior UX Designer | DemandPDX Salesforce Agency | 2017 - 2020

Delivering fresh perspective and insightful design solutions that support your multidisciplinary business needs. By focusing on user experience, we are able to simplify complex issues by creating accessible products, branded design systems and scalable component libraries.

- Big box Salesforce ecommerce clients
- UX design
- Wireframes & prototyping
- Design & systems thinking
- Mobile first strategy
- Collaborate with business & engineering teams

Senior Web Designer | Columbia Sportswear | 2020 | 2013 - 2016

Lead designer on global digital initiatives. User experience design and AEM authoring.

- Responsive web design and re-platform
- User experience design based on metrics and research
- AEM Adobe Experience Manager authoring
- Rigorous email marketing creative and ad campaigns
- Digitize brand initiatives
- Streamlining creative processes

Senior Interactive Designer | Fahlgren Mortine Ad Agency | 2011-13

Lead agency designer for a variety of clients and industries in a fast paced environment.

- Web design & branding
- Digital marketing campaigns
- Interactive applications
- Social media campaigns

Freelance Web & Interactive Designer | 2008-2011

Tween Brands | 2008-2011, Resource Ammirati/IBM Interactive Experience | 2009, Eretailing & Associates | 2008-09

- Web & interactive experiences
- Email marketing
- Social campaigns
- Branding & identity