

# TIFFANY PENG

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## EXPERIENCE

### TEAM LIQUID

2017 – PRESENT

#### GRAPHIC DESIGNER

- Work individually and within a team to complete major projects
- Lead & develop personalized influencer brands
- Draft media decks intended for sponsors, influencers, and investors
- Formulate web wireframes, designs, and mockups
- Create UI assets for interactive articles
- Take initiative with graphic requests from other departments
- Generate a plethora of social media graphics and social media assets
- Arrange and layout major print applications within tight deadlines

### YORK UNIVERSITY STUDENT CENTRE

2015 – 2018

#### SENIOR GRAPHIC DESIGNER

- Established a branded campaign for the New Student Centre
- Built respected relationships with project managers and other associates
- Designed a variety of print material such as posters & stand up banners
- Collaborated with video producers and web developers
- Created and organized digital assets for easy accessibility
- Heavily involved in outreach strategization and updating social media
- Develop cohesive infographics from raw data
- Animate short motion graphic ads shown on screens around campus

### PRINCIPLE INC.

2016

#### GRAPHIC DESIGN INTERN

- Generated layouts and wireframes for an event planning platform
- Conceptualized renovations for several clients' Shopify storefronts
- Developed a responsive one-page website for a charity organization

### FREELANCE

2012 – 2017

#### ILLUSTRATOR/DESIGNER

- Self-organized goals and deadlines to finish deliverables
- Made media decks and proposals for clients' sponsors
- Conceptualize new Instagram visuals and brand

## EDUCATION

### YORK UNIVERSITY

2013 – 2017

#### BACHELOR OF HONORS WITH DISTINCTION

York University/Sheridan College Program in Design

## SKILL SET

