Tiffany Ngai
UX Visual Designer

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Relevant Experiences

Visual Designer | Bona Fide Performance
Part-time: Oct 2023–Present | LA, US

- Developed a brand identity system across print, web, and social media, enhancing customer engagement.
- Designed digital assets and landing pages using Figma and Adobe XD, ensuring consistent branding and user-friendly experiences.

Visual Designer | EVERY by Clarafoods
Freelance: Sep 2022–Feb 2023 | SF, US

- Collaborated with the Head of Marketing and BEHAVIOUR design lead (UK studio) to develop digital workflows for marketing campaigns across web and mobile, using Figma and Notion to streamline asset management and approval processes.
- Produced marketing visuals and digital ads for social media and web platforms.

Visual Designer | Women of the City Magazine
Freelance: Oct 2021–Jan 2022 | London, UK

- Partnered with the Visual Director to develop and execute a cohesive branding strategy for the 2022 New Faces Awards, spanning digital and print media.
- Designed user-focused registration platforms, increasing event sign-ups by 20%.

Packaging Designer | GTDI Studio
Internship: Mar 2020–Oct 2020 | Tokyo, Japan

- Partnered with the Principle Designer to develop the visual strategy for Blue Bottle Coffee's 2020 Holiday Gift Collection, designing for both packaging and digital campaigns.
- Created interactive mockups and prototypes in Adobe XD to support cross-platform consistency.
- Managed end-to-end design processes, from concept to production, ensuring brand consistency and innovative solutions in packaging design.

Education

MA Branding and Identity
University Arts of London
2021–2023 | London, UK

BFA Graphic Design
ArtCenter College of Design
2015–2019 | Pasadena, US

Skills

Design + Research
Concept design, Content design, Design systems, Wireframing, User-centered storytelling, Product thinking, Strategizing, Content strategy, Journey mapping, Contextual research

Tools
Figma, Sketch, Notion, Adobe Creative Suite, Solidworks, etc.

Recognition

Featured Typography Exhibition | HMCT Gallery
(Hoffmitz Milken Center for Typography)| July–Oct 2023

Font specimen featured in the "Do You Have a Platypus?" typography exhibition.

Digital Publications | Our Kitchen
Co-Fouder| Sep 2020–Present

Our farm-to-table brand was featured multiple times in reputable publications including the Business Insider, Medium, New York Post and Upper East Side Resident Magazine, etc.

Community Volunteer

Care Package Designer
Heart of Dinner | NYC

Shoreline Cleanup Volunteer
Billion Oyster Project | NYC

Cleanup Volunteer
Heal the Bay | LA