



TIFFANY A. BACA

DESIGNER & FRONT-END DEVELOPER

EDUCATION

2007 - 2010

THE ART INSTITUTE OF
CA - ORANGE COUNTY

Bachelor of Science
Web Design & Interactive Media
President's List (G.P.A. 4.0)

AWARDS

2015

AMERICAN GRAPHIC
DESIGN AWARD

for PetCure Oncology Website Design

TOOLS

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Microsoft Office
Basecamp / Toggl
SourceTree
Sublime Text 2

LANGUAGES

GSAP / ScrollMagic
JavaScript
jQuery
PHP / MySQL
xHTML / CSS

EXPERIENCE

2012 - PRESENT

WEB DESIGNER / DEVELOPER

Damion Hickman Design, Foothill Ranch, CA

Planning sites based on a resolution of client goals and budget, assisting with navigational structure, functionality, copy writing and user experience

Launching responsive projects ensuring cross-platform compatibility while also utilizing best practices for on-site SEO, safety precautions and accessibility standards

Training clients on CMS solutions, such as WordPress, with one-on-one training sessions remotely and face-to-face, featuring custom documentation

Creating supplemental marketing material like customizable eblasts for MailChimp, Constant Contact and iContact, as well as graphics for Facebook and other social platforms

2009 - PRESENT

DESIGNER & FRONT-END DEVELOPER

A La Heart Design, Rancho Santa Margarita, CA

Running a one-stop-shop that specializes in all aspects of online marketing featuring responsive CMS-driven web design and development and digital graphic design for logos, stationary, labels, advertising and signage

2012 - 2012

PRODUCTION GRAPHIC ARTIST

HyperDisk Marketing, Irvine, CA

Developed websites and email marketing designs for luxury hospitality clients

Worked with WordPress and HyperDisk's proprietary ASP.net-based CMS

2010 - 2012

WEB DESIGNER / DEVELOPER

GigaSavvy, Irvine, CA

Designed sites for a variety of businesses of all sizes and industries

Developed sites with CMS solutions including: WordPress, Magento and MODx and utilized on-page SEO development strategies

Lead creative meetings to assess client needs and educate regarding industry standards, trends and best practices

Created branding/print materials such as logos, business cards, envelopes, brochures, etc.

CONTACT

EMAIL

hello@alaheartdesign.com

WEBSITE

www.alaheartdesign.com

MORE

Additional contact information
available upon request

VOLUNTEER

2013 - 2015

DIRECTOR OF MARKETING

Orange County LGBT Pride, Santa Ana, CA

Designed all print collateral for the pride year including: festival guide brochures, magazine advertisements, banners, event posters, flyers, signs, t-shirts, stickers, badges, etc.

Supervised committee heads in planning and executing special events, year-round

Created, maintained and later managed volunteers with social media marketing by using a consistent voice, posting relevant information and engaging audiences