



TIFFANY BACA

CREATIVE DIRECTION, DESIGN & DEVELOPMENT

ABOUT

PORTFOLIO
alaheartdesign.com/work

CONTACT
hello@alaheartdesign.com

EDUCATION

**THE ART INSTITUTE OF
CA - ORANGE COUNTY**
2007-2010
Bachelor of Science
Web Design & Interactive Media

SKILLS

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Acrobat
Lunacy • Figma
Adobe XD
Filezilla
GitLab • GitHub
Microsoft Word
Microsoft Excel
Microsoft
PowerPoint
Microsoft Teams
GetResponse
XAMPP
XMPie
Visual Studio
Code

DESIGN

Creative Direction
Graphic Design
UI/UX Design
Color Matching
Campaign
Mangement
Direct Mail
Preflighting
Social Media

DEV

HTML/CSS
Bootstrap
jQuery/JS
PHP/MySQL
ADA/WCAG
VDP/QLingo
WordPress.org

VOLUNTEER

OC PRIDE • SANTA ANA
2013-PRESENT
Festival Team Lead
2025 Colors of Commitment
Award "for outstanding work
and distinguished service."
2013-2015, 2018
Director of Marketing

EXPERIENCE

Financial Statement Services Inc. (FSSI) • Santa Ana, CA

2020-PRESENT MANAGER OF CREATIVE SERVICES

- Direct all phases of modern, visually appealing design and front-end development for print and digital campaigns
- Increase qualified website leads growing organic site traffic via on-page SEO best practices and strategic UI/UX updates
- Create robust onboarding resources to accelerate training, inspire confidence and promote retention

2019-2020 SENIOR WEB AND GRAPHIC DESIGNER

- Mentor a multidisciplinary creative team to execute a budget-friendly vision that meets client SLA requirements
- Foster an interdepartmental, team-oriented attitude encouraging active listening, open-ended questions and exhibiting understanding
- Develop security-conscious sites deploying user-facing safeguards and best practices, scheduled maintenance, automated backups, etc.

2016-2019 WEB DESIGNER/DEVELOPER

- Design print documents and web applications to optimize engagement within pre-existing brand and legal requirements
- Create VDP design assets and multichannel marketing campaigns
- Preflight collateral to ensure optimal print and color quality with matched brand colors for several in-house devices and vendors

Damion Hickman Design • Foothill Ranch, CA

2012-2016 WEB DESIGNER/DEVELOPER

- Construct UI/UX to achieve online business goals within budget, optimized for on-site SEO and ADA compliance
- Launch sites bottom-up: register domains, connect email services, update nameservers/registrar, install CMS and SSL Certificate, etc.
- Create marketing collateral comprising of brand logos, eblasts for MailChimp, Constant Contact, iContact and social media ads

Gigasavvy • Irvine, CA

2010-2012 WEB DESIGNER/DEVELOPER

- Design sites for diversified verticals, sizes and objectives along with accompanying branding essentials such as logos, brochures, etc.
- Develop using WordPress, Magento, and MODx CMS with on-page SEO
- Lead client meetings to assess desires, requirements and share design and development best practices, standards and trends