



TIFFANY BACA

ART DIRECTION, DESIGNER & DEVELOPER

ABOUT

Portfolio
alaheartdesign.com/work
Contact
hello@alaheartdesign.com

EDUCATION

The Art Institute of
CA – Orange County
2007 to 2010
Bachelor of Science
Web Design &
Interactive Media

SKILLS

Adobe Acrobat
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Creative Art Direction
Excel . PowerPoint . Word
GitLab . GitHub
HTML . CSS . Bootstrap
JavaScript . jQuery
Lunacy . Figma . XD
Multi-channel VDP Marketing
UI/UX Design
Visual Studio Code
WordPress.org

VOLUNTEER

OC Pride in Santa Ana, CA
2013 to Present
Festival Team Lead
2025 Colors of
Commitment Award
“for outstanding work,
distinguished service.”
2013 to 2015, 2018
Director of Marketing

EXPERIENCE

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

2020 to 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 to 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 to 2019

Web Designer / Developer

- Design print documents and web applications to optimize engagement inside 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 color for several in-house devices

Damion Hickman Design in Foothill Ranch, CA

2012 to 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: registered domains, connected email services, updated nameservers/registrar, installed CMS, SSL Certificate, etc.
- Create marketing collateral comprising of brand logos, eblasts for MailChimp, Constant Contact, iContact and social media ads

Gigasavvy in Irvine, CA

2010 to 2012

Web Designer / Developer

- Design sites of diversified vertical, size and objective along with accompanying branding essentials such as logos, brochures, etc.
- Develop using WordPress, Magento (Adobe Commerce) and MODx CMS with on-page SEO strategies
- Lead client meetings to assess desires, requirements and share design and development best practices, standards and trends