

TIFFANY FARMAKIS

Graphic Designer | Marketing & Digital Communications | UX/UI
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PROFESSIONAL SUMMARY

Graphic designer with 16+ years as the sole in-house creative for a New Hampshire arts nonprofit, alongside an independent freelance practice. I design identity systems, brochures, catalogs, signage, social graphics and print collateral in Adobe Creative Suite, carrying every piece from concept through print-ready CMYK production and vendor handoff. On the digital side I build email campaigns, web assets and short-form video, and I have designed, hand-coded and maintained a nonprofit website for eleven years in HTML, CSS and JavaScript, built to WCAG and Section 508 standards. Recent work extends into UX: a self-directed case study auditing that site's mobile class-discovery experience and a 17-screen interactive prototype in Figma. Behind all of it, a BFA in Illustration, a journalism background in editorial design, and the operational range to run production schedules, reporting workbooks and a 20-person instructor team alongside a full design workload.

CORE SKILLS

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Acrobat, Premiere, Dreamweaver

UX & Interface Design: Figma — UX case study, user-journey mapping, multi-screen interactive prototyping, mobile UI; wireframing; Canva

Design & Production: Logo and brand identity systems, brochures, catalogs, reports, presentations, infographics, signage, point-of-purchase displays, print and digital advertising, typographic hierarchy and layout, bleed and CMYK prepress, print vendor coordination, proofing

Digital Communications: Social media graphics and channel management, email marketing (Constant Contact), web and email campaign assets, press releases, newsletters, event promotion, online registration systems (Eventbrite)

Video: Adobe Premiere — writing, filming, editing and producing short-form instructional and promotional video; titling, motion graphics assembly and thumbnail identity systems

Web & Front-End: HTML, CSS, JavaScript (self-taught); WordPress, Squarespace, Wix, Wild Apricot; site builds, migrations and ongoing maintenance

Accessibility & Standards: WCAG and Section 508 remediation, alt-text authoring, keyboard-accessible interactions, semantic HTML, W3C validation

Data & Reporting: Microsoft Excel — monthly reporting workbooks used by the organization's bookkeeper, enrollment and registration tracking, budget records

Writing & Editorial: Press releases, newsletters, campaign and marketing copy, editing and proofing, editorial illustration and cartooning

Operations & Instruction: Digital asset archiving and file organization, production scheduling, deadline management across concurrent projects, contracts, budgeting, database management, team coordination (20+ instructors and volunteers), workshop instruction for all ages and skill levels

Other Software: Microsoft Word, Excel, PowerPoint, Outlook and Teams; generative AI tools for concepting, copy and production support

SELECTED PROJECT

EFC Mobile Class Finder — Self-Directed UX/UI Case Study

Figma | 2026 | Role: UX/UI Designer

- Audited the mobile class-discovery experience on the Exeter Fine Crafts website (a site I designed and maintain) and identified scanning load and filter-buried listings as the points where prospective students give up before reaching a class.
- Reframed the path as a three-stage journey, discover – evaluate – register, and designed a 17-screen interactive prototype covering search and category browse, class detail, registration and confirmation across four class categories.
- Built the prototype on real class content, photography, instructors and pricing rather than placeholder data, and published it as a four-part case study (challenge, problem, approach, solution) with the prototype running live in the page at tifdoesart.com/Design.html#efc-class-finder.

PROFESSIONAL EXPERIENCE

Operations Manager, Education Coordinator & Graphic/Web Designer

Exeter Fine Crafts (501(c)(3) nonprofit) — Exeter, NH | December 2010 – Present

Graphic Design & Marketing

- Design and produce all marketing, sales and promotional materials for a 60-year-old nonprofit brand: ads, brochures, flyers, event collateral, gallery signage and point-of-purchase displays in Photoshop, Illustrator and InDesign, taking every piece from concept through print-ready CMYK production and vendor handoff.
- Wrote and maintain the organization's brand standards, holding one identity consistent across print, web, social and email.
- Design and lay out the seasonal education brochure in InDesign using a reusable template system I developed to modernize the print workflow.
- Manage all social media channels and email marketing campaigns promoting exhibitions, events and classes; write and distribute press releases to regional media.
- Write, film, edit and produce short-form promotional and instructional video in Adobe Premiere, including a series made during the pandemic lockdown so classes could continue.
- Run multiple concurrent design projects each season against fixed exhibition, class-registration and press deadlines.

Digital, Web & UX

- Independently designed, built and have maintained the organization's website for eleven years, hand-coding HTML, CSS and JavaScript, self-teaching new tools and platforms as needs change and leading a full domain migration from .com to .org with no loss of content or traffic.
- Build to WCAG and Section 508 standards, including semantic HTML, alt-text authoring, keyboard-accessible interactions and W3C validation.
- Identified the need for streamlined class enrollment and implemented an Eventbrite-based online registration system, producing a notable increase in student volume.
- Audited and redesigned the mobile class-discovery experience as a UX case study and interactive Figma prototype (see Selected Project).

Program & Operations

- Build the organization's full education program each semester, selecting and developing the class and workshop slate, then scheduling and staffing it.
- Oversee a team of 20+ instructors and volunteers, handling recruitment, scheduling, contracts and new workshop development.
- Build and maintain the monthly reporting workbooks in Excel that the organization's bookkeeper works from, alongside customer database records, inventory and the digital asset archive.

Owner & Freelance Designer

Tif Does Art — Nottingham, NH | 2010 – Present

- Serve small business and nonprofit clients with logo design, brand identity, print collateral, illustration and web work.
- Designed and hand-coded a 15-page portfolio website (tifdoesart.com) in HTML, CSS and JavaScript, then completed a full accessibility and code-standards remediation: alt text for every image, keyboard-focus states, reduced-motion support and document structure corrected so all pages validate against W3C standards.
- Rye Art Study (paid client, through 2019): marketing lead handling print materials, event press releases and website maintenance. Built and maintained their WordPress site, then migrated it to Wild Apricot, rebuilding content and configuring the platform so staff could manage registration, membership and email independently.
- Teach art workshops for children, teens and adults and speak at venues including Phillips Exeter Academy, Kittery Adult Education and Hamilton-Wenham Public Library; recent guest speaker for Phillips Exeter Academy's "Art as Activism" program.

Illustration Assistant, Digital Lab Monitor & Writing Lab Tutor

New Hampshire Institute of Art — Manchester, NH | January 2008 – May 2010

- Maintained digital labs and provided hands-on technical assistance and instruction to students across the full Adobe Creative Suite; assisted the Gallery Head with organizing and promoting shows and coordinating with visiting artists, helping transform a defunct student gallery into an active venue.

Design Editor, News Editor & Editorial Cartoonist

Los Angeles Valley Star, Los Angeles Valley College — Valley Glen, CA | January 2002 – May 2005

- Directed all newspaper design and layout, collaborating with writers and photographers on content planning and pagination; earned statewide recognition for design excellence, JACC Pace Setter Award 2004 and 2005.
- As News Editor, managed a team of reporters and photographers, assigned coverage and proofread and edited all final copy to deadline.
- Produced weekly editorial cartoons and illustrations; first place, Editorial Cartoon, 2005 JACC competition.

EDUCATION

Bachelor of Fine Arts, Illustration — New Hampshire Institute of Art, Manchester, NH, May 2010. Graduated Summa Cum Laude; Dean's List 2008, 2009, 2010.

Associate of Arts, Journalism — Los Angeles Valley College, Valley Glen, CA, May 2005. Full Academic Achievement 2003, 2004, 2005.