

TIFFANY FARMAKIS

Graphic Designer | Marketing & Digital Communications | Illustrator

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PROFESSIONAL SUMMARY

Graphic designer with 16+ years owning the complete visual brand of a New Hampshire nonprofit alongside an independent freelance practice. I design logos, identity systems, brochures, catalogs, signage, social graphics and print collateral in Adobe Creative Suite, and carry projects from first concept through print-ready CMYK production. On the digital side I build email campaigns, web assets and short-form video, and I have hand-coded and maintained a nonprofit website for over a decade in HTML, CSS and JavaScript, built to WCAG and Section 508 standards. I also work in WordPress, Squarespace, Wix and Wild Apricot, including full site migrations. Behind all of it: a BFA in Illustration, a journalism background in editorial design, and enough operational range to run production schedules, asset archives and a 20-person instructor team alongside a full design workload.

CORE SKILLS

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Acrobat, Dreamweaver, Premiere (working knowledge)

Additional Design Tools: Figma (working knowledge), Canva

Design & Production: Logo and brand identity systems, brochures, flyers, catalogs, reports, presentations, infographics, signage, point-of-purchase displays, sales collateral, 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, short-form promotional video, press releases, newsletters, event promotion, online registration systems (Eventbrite)

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

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; Constant Contact; Eventbrite; generative AI tools (Claude, Gemini, ChatGPT) for concepting, copy and production support

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, including ads, brochures, flyers, event collateral, gallery signage and POP displays in Adobe Photoshop, Illustrator and InDesign, taking every piece from concept through print-ready CMYK production.
- Maintain consistent brand identity and style guidelines across print, web, social and email simultaneously.
- Design and lay out the seasonal education brochure in InDesign using a streamlined 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.
- Edit and produce short-form promotional video content in Adobe Premiere.
- Run multiple concurrent design projects each season against fixed exhibition, class-registration and press deadlines.

Digital & Web

- Independently designed, built and have maintained the organization's website for 11 years, hand-coding HTML, CSS and JavaScript and self-teaching new tools and platforms as needs change.
- Build to WCAG and Section 508 standards, including semantic HTML, alt-text authoring, keyboard-accessible interactions and W3C validation.
- Led a full domain migration from .com to .org with no loss of content or traffic.
- Identified the need for streamlined class enrollment and implemented an Eventbrite-based online registration system, producing a notable increase in student volume.

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.
- Maintain digital asset archives, customer database records and inventory, keeping source files organized and retrievable.
- Coordinate gallery events end to end with artists, staff and press.

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.
- Completed a full accessibility and code-standards remediation of that site, authoring alt text for every image, adding keyboard-focus states and reduced-motion support, and correcting document structure so all pages validate against W3C standards.
- Rye Art Study (paid client, through 2019): served as marketing lead handling print materials, event press releases and website maintenance. Built and maintained their WordPress site, then evaluated the organization's membership and event needs and migrated the site to Wild Apricot, rebuilding content and configuring the platform so staff could manage registration, membership and email independently.
- Write, film, edit and produce instructional video, including a series made during the pandemic lockdown so classes could continue; designed the channel's thumbnail identity system for legibility at small scale.
- Teach art workshops for children, teens and adults and speak at venues including Phillips Exeter Academy, Kittery Adult Education, Hamilton-Wenham Public Library and Seacoast ArtSpot; 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 | September 2007 – 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, producing promotional content and coordinating with visiting artists; helped 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 layout.
- 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