

Art director & digital designer

Hi, I'm Tiffany
and this is
my portfolio.

Tiffany Hong Design

Hearst Publications

The Brief

Set direction and create static and animated digital assets for online articles across all publications including ELLE, Harper's Bazaar, Esquire, Cosmopolitan, Marie Claire, Good Housekeeping and Seventeen.

The Approach

Worked directly with editors and copywriters on each story and narrative so that the best possible supporting artwork could be created to accompany each online article/story. The assets created usually involved collaging images, animating text headers, illustrating graphic elements to accompany images, and using both images and video to create visually compelling stories.

Creative Direction

Digital design

Animation



THE SECRET TO WE BOLDEST EVEN

Alessandra Balazs shares the key to turning heads

ELLE BY CHRISTINA PEREZ APR 17, 2018



3 KEY SPRING ACCESSORIES STYLED MULTIPLE WAYS

Pieces you already own, new (extremely cute) looks.



BY TARA LAMONT-DJITE APR 9, 2018

164



There's a reason stylists, magazines, and this very site are always telling you to invest in accessories—they truly *can* remain wardrobe workhorses for years and years. The trick to making love last is all in the styling. A classic camel tote might feel dated after a few seasons of wear, but pair it with a brand new look and, like magic, it feels like a brand new bag. This is what fashion folk call 'shopping your closet,' and we've done it with three items you absolutely already have stashed in the very back of yours. Just add some fresh new items and styling advice (if you're feeling uninspired, tips from expert style advisors—either online or in store—like those found at Saks Fifth Avenue can help you get out of a rut).

ELLE

> SUBSCRIBE



ELLE

FASHION BEAUTY CULTURE LIFE & LOVE HOROSCOPES

SUBSCRIBE FOLLOW



Created by ELLE for

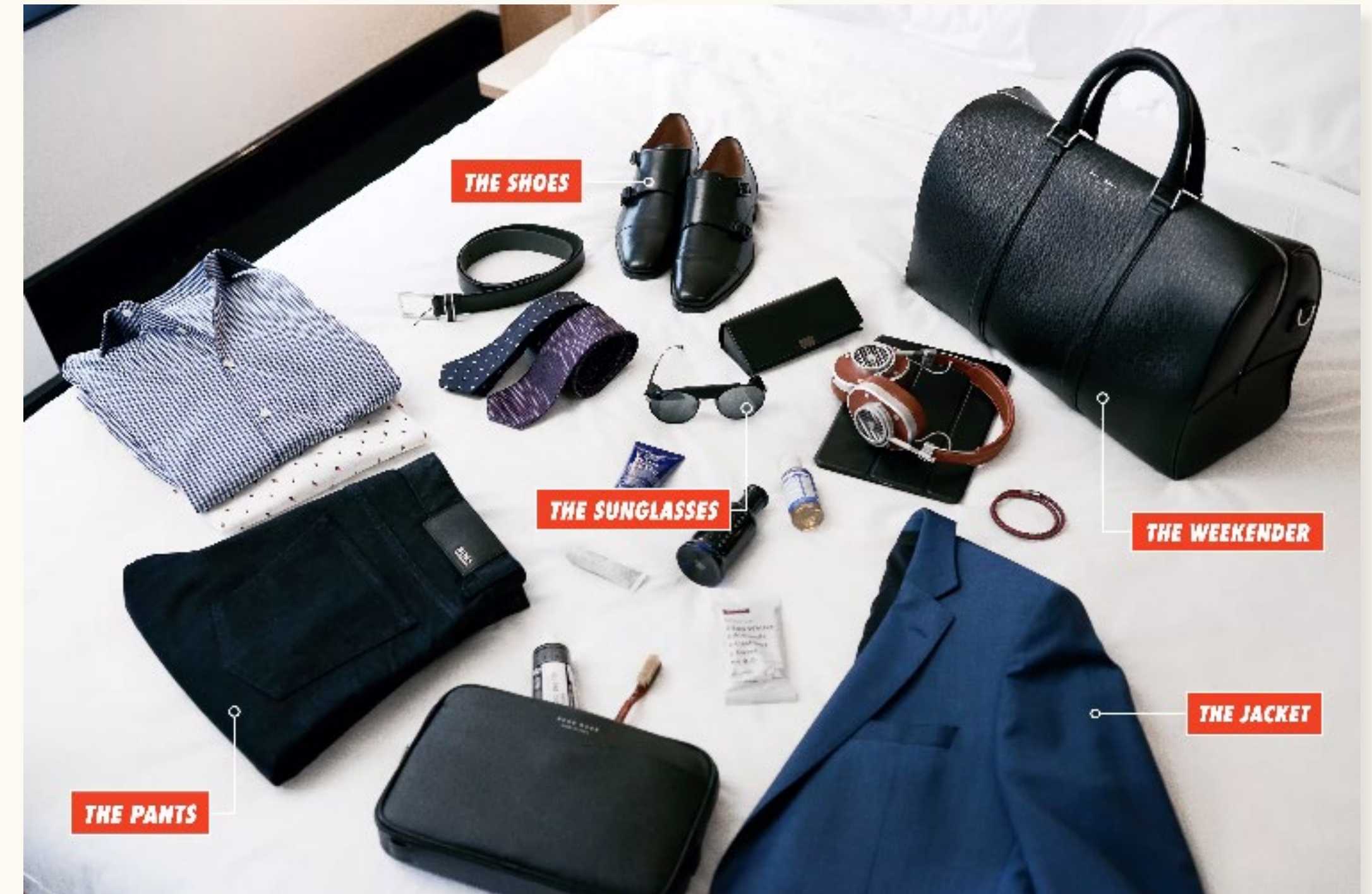
Saks Fifth Avenue

TO A WEEKEND BBQ

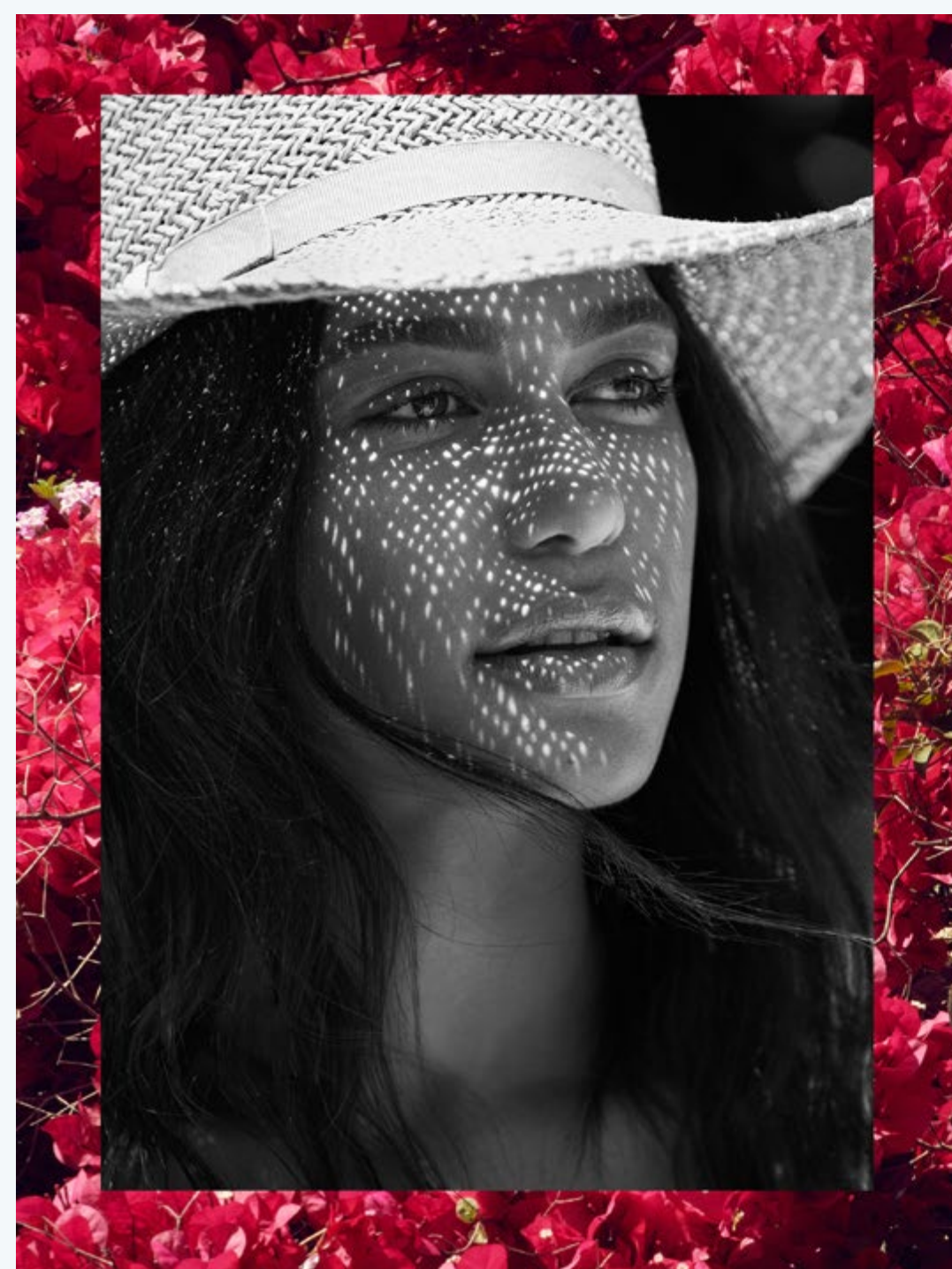


expand your wardrobe repertoire, try the ultimate in outfit
t. It's an easy one-stop-shop that is both practical and pretty,
ce with statement shoulders and a cute tie. "Wearing a romper
ut is the perfect mix of form and function," says Johnson." I
files on this one, and the shorts allow for maximum comfort
keep it fashion-forward, wear with gingham flatforms and sling
your shoulder.





Hugo Boss for Esquire



Bloomingdale's for ELLE

Hearst Digital Summit

The Brief

Create branding and visual identity to execute across various online and offline materials (presentations, signage, stickers, notebooks, digital posters, etc.) for Hearst's annual internal digital summit held in NYC.

The Approach

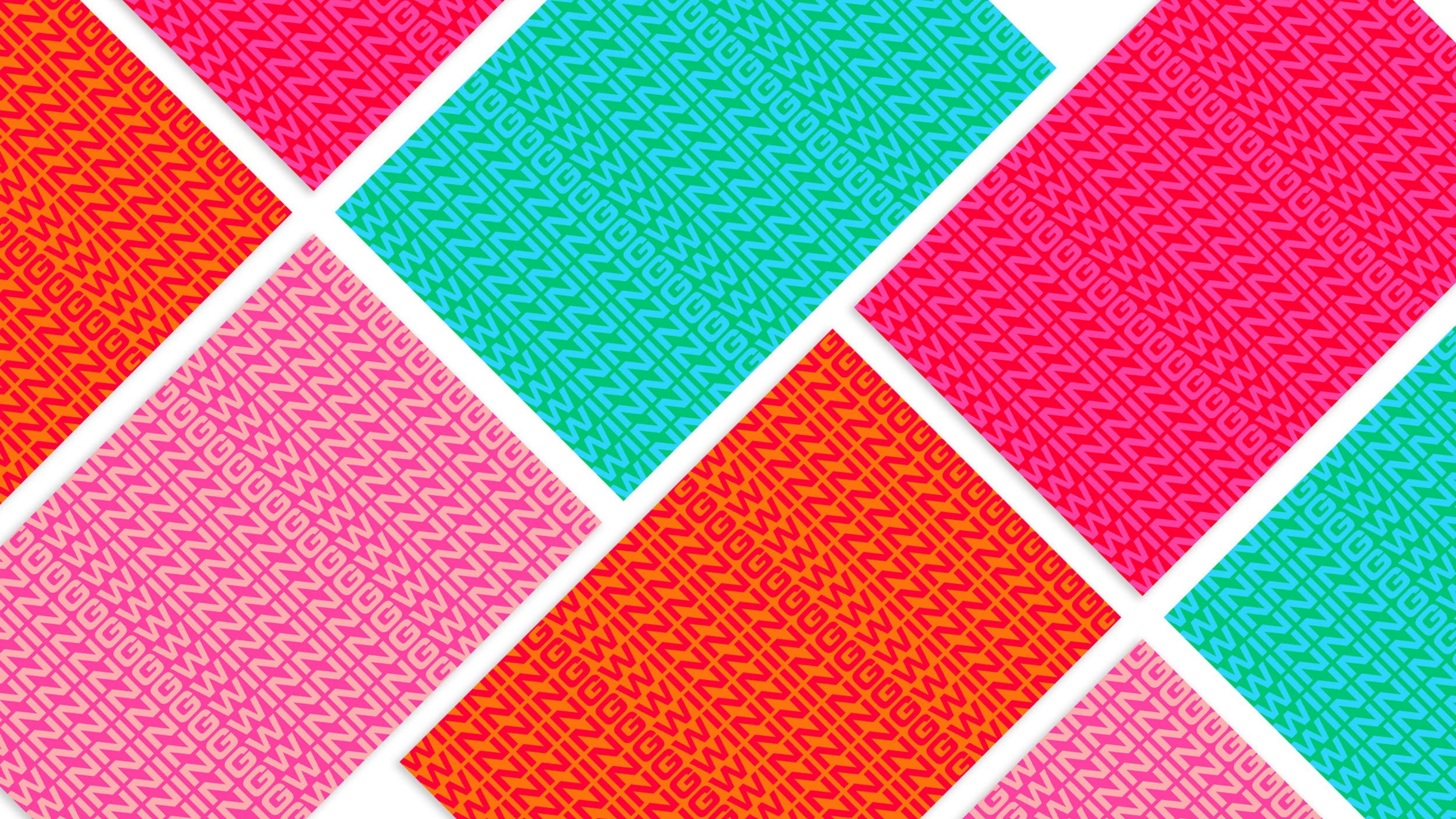
Based on the the message of “winning in a consumer-driven world,” a bold and vibrant approach was taken to make Hearst's brands stand out as consumer oriented and focused, catering to all of the publications' audiences.

Art direction

Branding

Event Design







**WINNING
IN A
CONSUMER-
DRIVEN
WORLD**

H

Aloft Home

The Brief

Design a complete visual identity. brand style guide, and website for Aloft Home, a direct to consumer home linens brand with an emphasis on using anti-bacterial fabrics.

The Approach

Keeping in mind the science and technology behind the products, an identity was created that looks clean, approachable, reliable, and smart with the use of original imagery, layouts, and colors that are simple, modern, and elegant.

Art direction

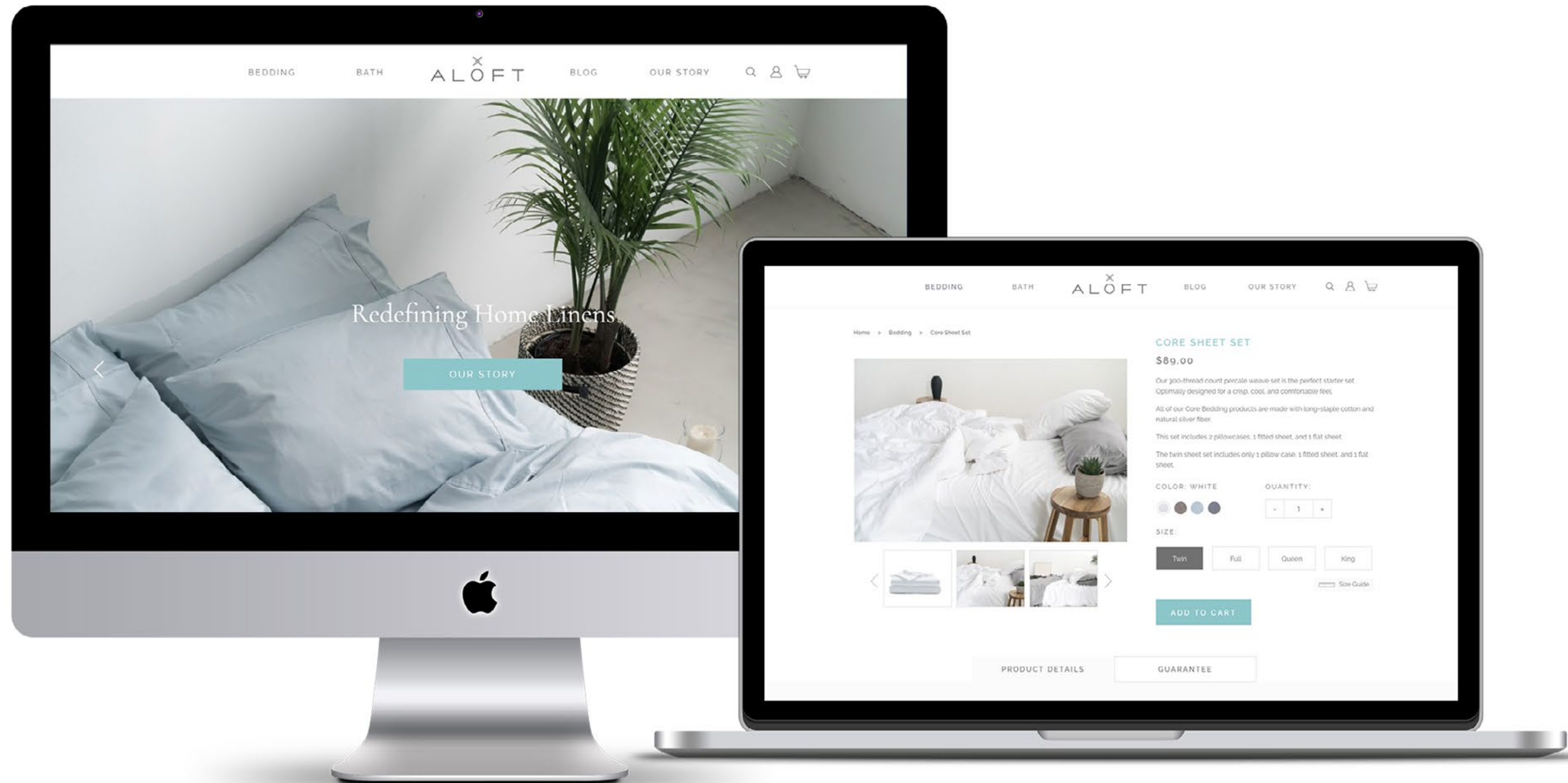
Photography

Web Design

Branding




Photography



Website


BEDDINGBATHALOFTBLOGOUR

SAY GOODBYE TO DIRTY LINENS




PREMIUM COTTON

Our products are made from the highest quality cotton in the world, including USA-grown Supima cotton and Turkish-grown cotton.



ANTIBACTERIAL

Using advanced technology, we combine our premium cotton with natural silver fiber to permanently protect our products from 99.9% of bacterial growth.



LESS LAUNDRY

With silver fibers permanently infused into the fabric, our linens stay fresh, odorless, and clean day after day, which means less water and energy waste.

BEDDING COLLECTION

See the Sheets


SHOP BEDDING

BATH COLLECTION


See the Towels

SHOP BATH


BEDDINGBATHALOFTBLOGOUR STORY



Core Sheet Set
From \$89.00



Supima Sheet Set
From \$139.00




Bath Towel Set
From \$99.00



Luxurious and Eco-Conscious
Products

OUR STORY

BEDDINGBATHALOFTBLOGOUR STORY



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ADD TO CART

Size Guide


PRODUCT DETAILS

GUARANTEE




30 DAY RISK-FREE TRIAL

Try our products for 30 days. If you don't love them, we'll refund you. No questions asked.




ECO FRIENDLY

All of our products are OEKO-Tex certified, meet all sustainability standards, and stay cleaner and fresher for longer than your average linens.



FREE SHIPPING & RETURNS

All orders include free shipping and free returns for a hassle-free experience.



SHOP

Bedding
Bath

OUR STORY

Blog
Our Story

HELP





Contact Us
FAQ
Returns & Exchanges
Care Guide

SIGN UP FOR THE LATEST NEWS AND PROMOTIONS

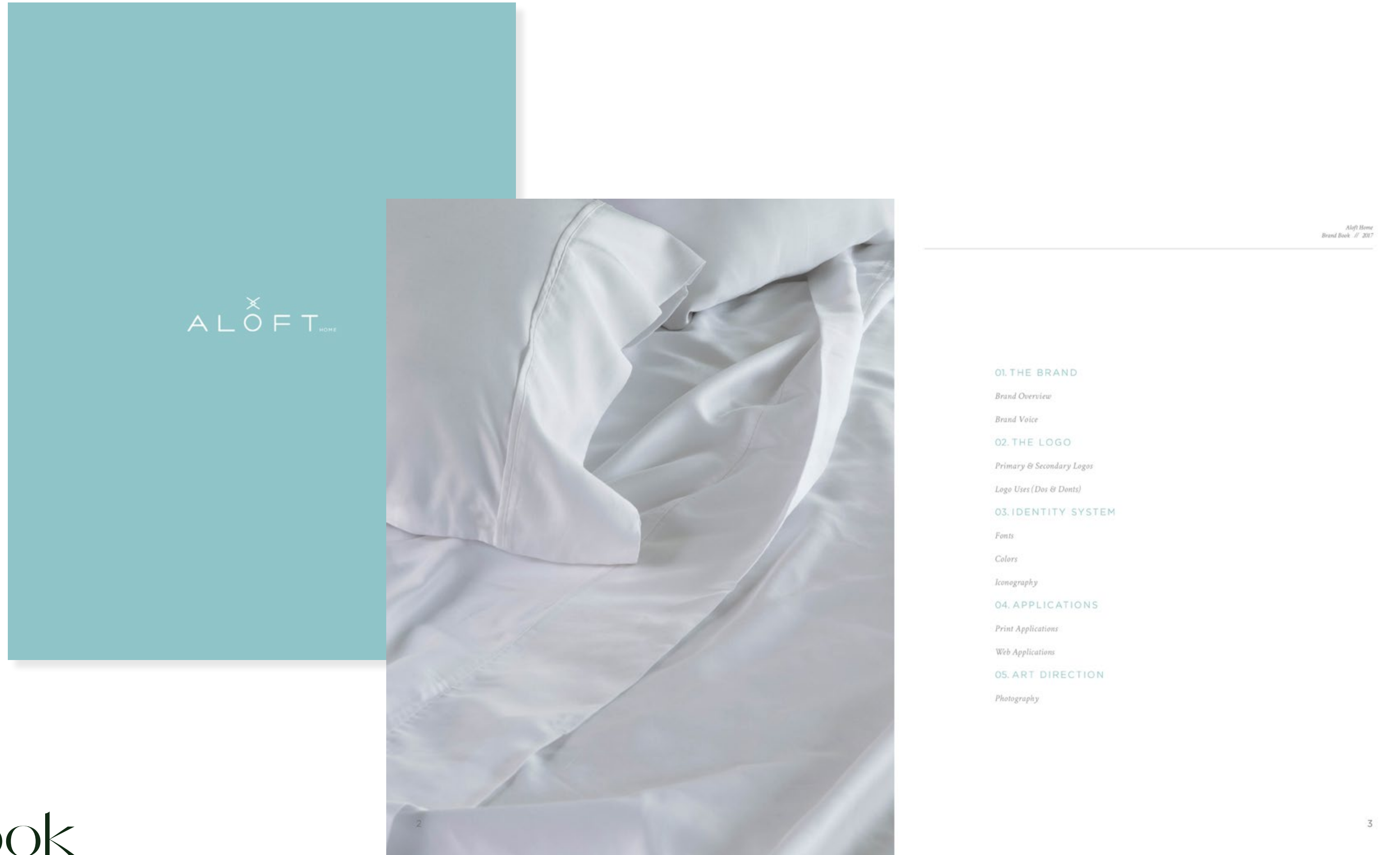
email@example.com

SUBSCRIBE

CONNECT



Brand book



(this will wash
application of the photo
line image for the website.
photo for text to go on top of it.
are the orientation is vertical / portrait.
in the fresh and clean look of the overall
ortant to keep this in mind for the photography

Information is invaluable. Those who understand and meet customers' needs and both products and high quality innovative goods that work and as they are supported by the brand voice is true worry.

Your customers should trust and relate to your brand voice.

THE ICON

THE ICON

Along with the logo and typeface (simple text logo, the icon can be used in different contexts with or without the typeface. It can be used as a stand alone symbol, a mark, and even a pattern. This will be a constant identifier for both home and act as a way to extend your winning 11 different collaterals. This is the goal of having a mark / icon woven into your logo.

1. Stand alone mark
2. Pattern

THE LOGO

THE LOGO

The new logo is a perfect representation of the timeless and innovative products that don't form half to offer it clean and refined, yet bold and powerful. This logo type is a symbol and a very good presence while being variable in its application. The icon is representative of woven threads.

The logo can be used with / without the icon and with the "Home" as long as it does following these are the appropriate contexts. In this section, we will see the correct and incorrect uses of the logo.

The loss of the "Home" the appropriate correct and incor

1. Primary Logo
2. Secondary Logos

PACKAGING

PACKAGING

Packaging is integral to the presentation of your brand. If most stay consistent but are eye-catching. When appropriate, pops of brand colors can be a nice way to immediately give off a particular tone and feeling.

It's important to use the logo only where it is necessary to give it space to breathe when used on boxes, bags, cards, etc. to avoid the look of being cluttered.

It's important to use the logo only where it is necessary and to give it space to breathe when used on boxes, bags, hanging tags, cards, etc. to avoid the look of being cluttered.

TOTES & MERCHANDISE

TOTES & MERCHANDISE

Applying the branding to merchandise such as totes and bags is a great way to let your products speak for themselves. Small touches like accent colors can really bring your merchandise to life.

It is important to roll out merchandise that is never branded, tote are great to carry and store towels, draw-string bags.

branding to merchandise such as
 way to let your product speak for them-
 like accent colors can really bring your mer-
 chandise.
 It is important to roll out merchandise that is relevant to your
 brand. Tote bags are great to carry and store towels / items as are
 drawstring bags.

INCORRECT USES

INCORRECT USES

When applying your logo to different materials, it is important to know the dos and don'ts of using the logo. In order to maintain consistency, it is crucial not to alter the state of the logo.

Every personal creative freedom that breeds a new logo would violate the logo and

By varying your logo to different materials, it is the odd and doubts of using the logo in order to consistency it is crucial not to alter the state of the logo.

Be wary when using the logo not to alter, twist, mutilate or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely a few examples of practices that would violate the logo and ultimately the Audi four brand.

- 1. Do not angle the legs
- 2. Do not add a drop shadow
- 3. Do not alter the proportions of the icon
- 4. Do not use non-brand specific colors
- 5. Do not change the typeface
- 6. Do not distort the logo in any way (e.g. stretching)

PRINT APPLICATIONS

PRINT APPLICATION

Although each print item is different in material, form, and shape, the same rules apply with minimum sizes, colors, fonts, and breathing room.

Print materials should support your brand message and be cohesive.

BUSINESS CARDS

BUSINESS CARDS

design simple and clean is the best approach for business cards for AdNet Home.

best practice is to keep the logo on one side of the card and the important contact information on the opposite side.

For smaller print materials, the minimum text size should be 10pt with the line spacing being approximately 10% greater than the text size. For example, if the text size is 10pt, the line spacing (leading) should be 11pt.

ICONOGRAPHY

ICONOGRAPHY

Creating an icon system is a unique and simple way to show your customers exactly what Aspart Home offers with easy-to-read iconography.

These icons have been designed specifically for Aspart Home and can be used in many different materials, from print to the website.

Each icon represents a different aspect of the Aloft Home brand.

PACK

It's important to use the space to give it space to breathe. Cards, etc. to avoid this look.

Worth & Worth

The Brief

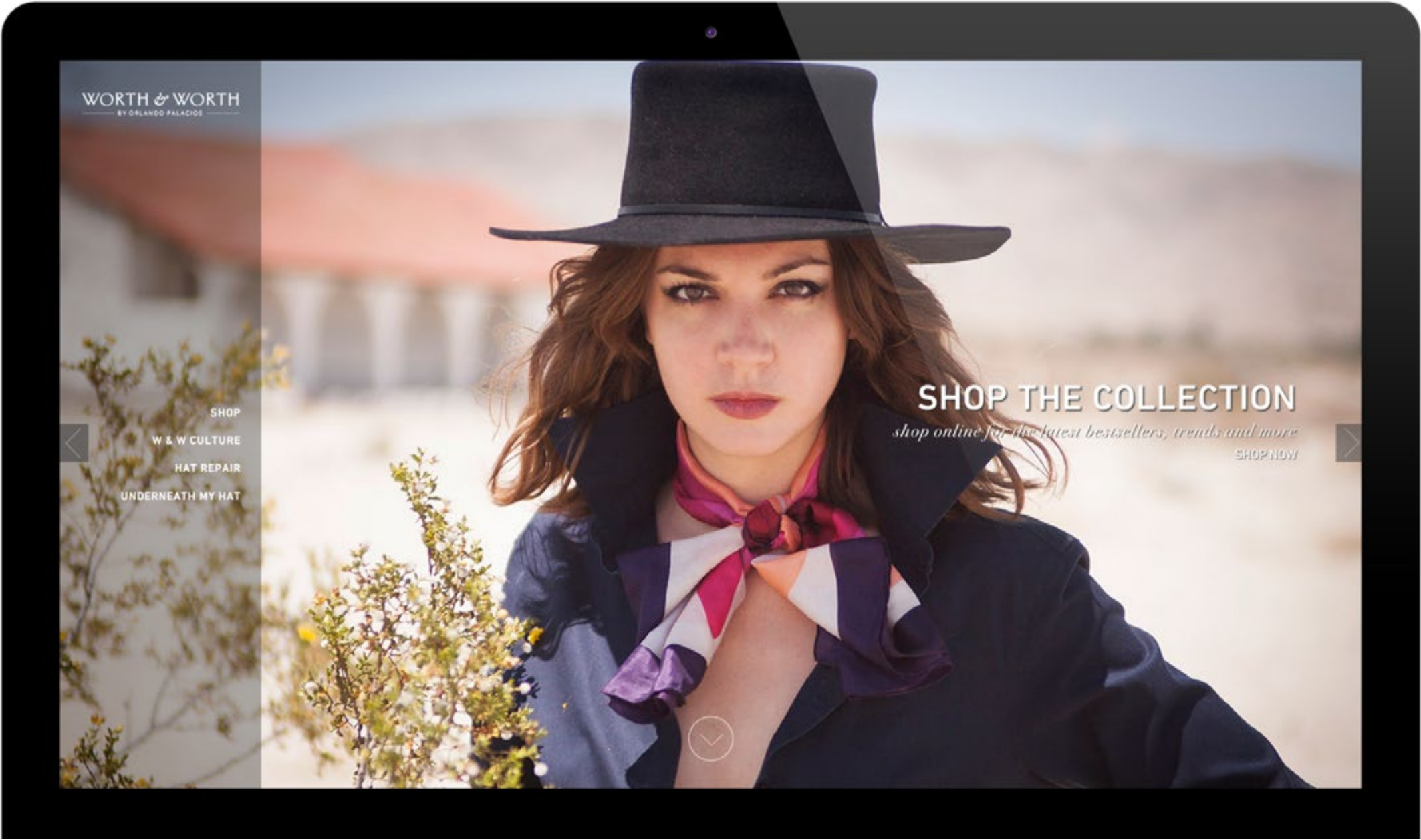
Re-design Worth & Worth's home page to better showcase new hat designs for both men and women but also highlight the community around the brand.

The Approach

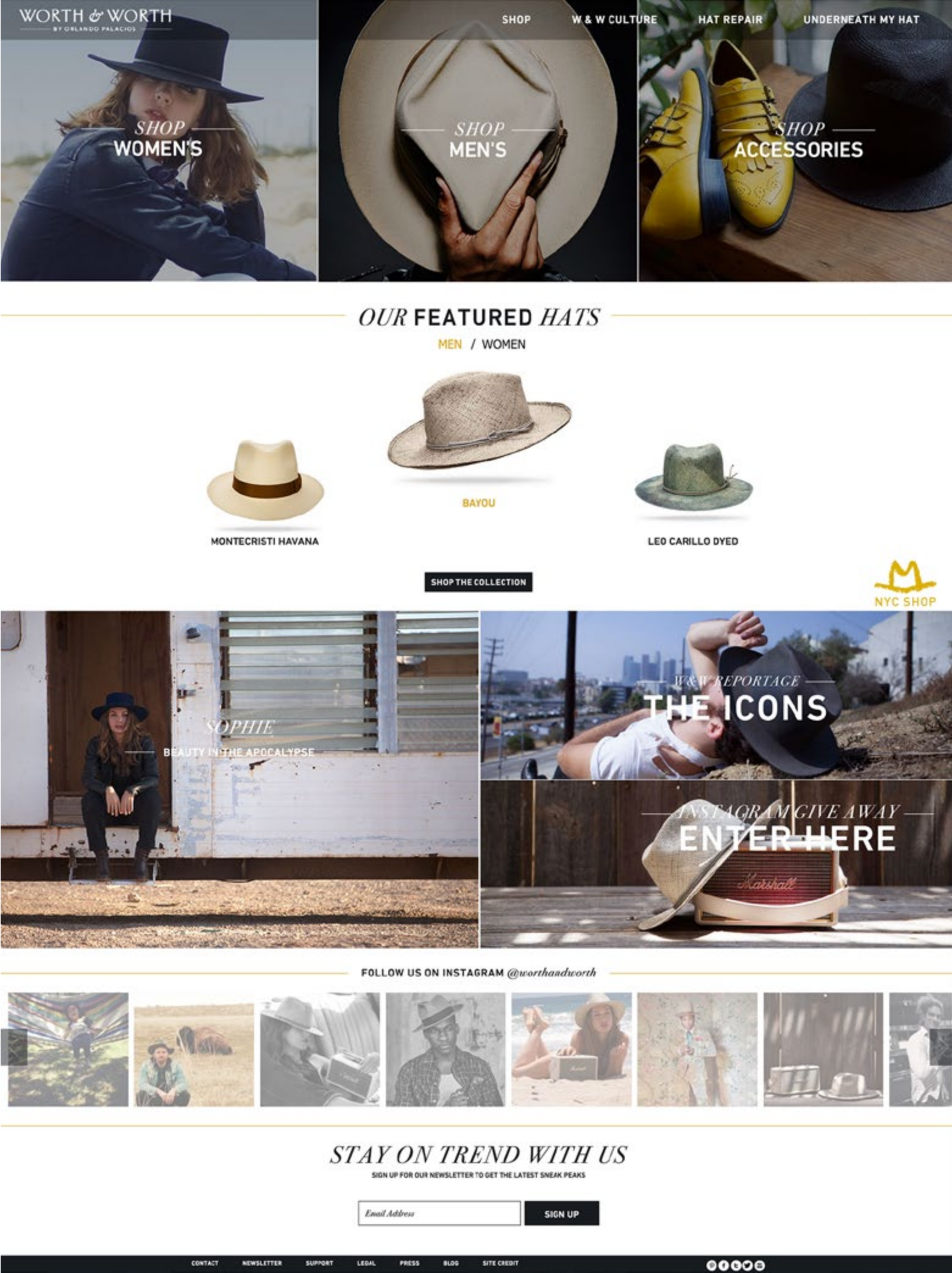
Worth & Worth's products speak for themselves as one of a kind, bespoke hats. The design was kept simple and some interactivity was added to the page so that on hover, the user can see different angles of the hat. The community was also very important to the brand so an instagram carousel was added to the page to highlight that aspect.

Art direction

Web Design



Website



Lead the future campaign

The Brief

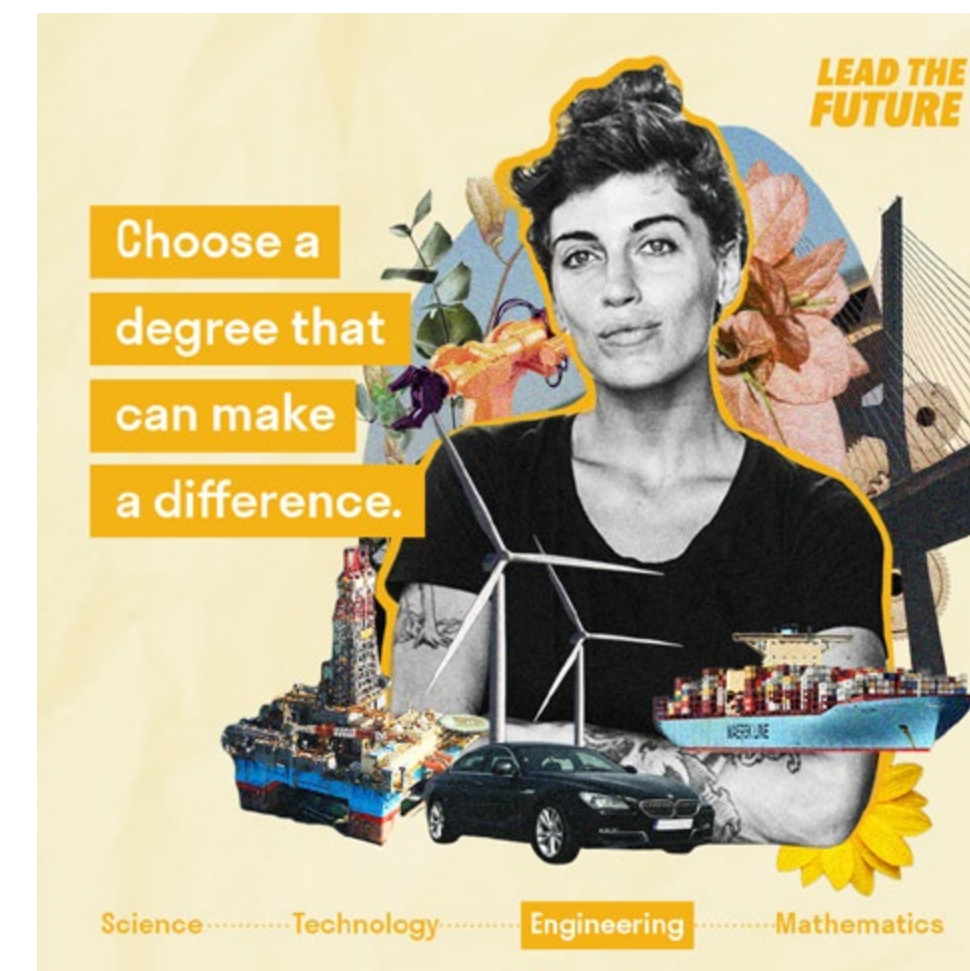
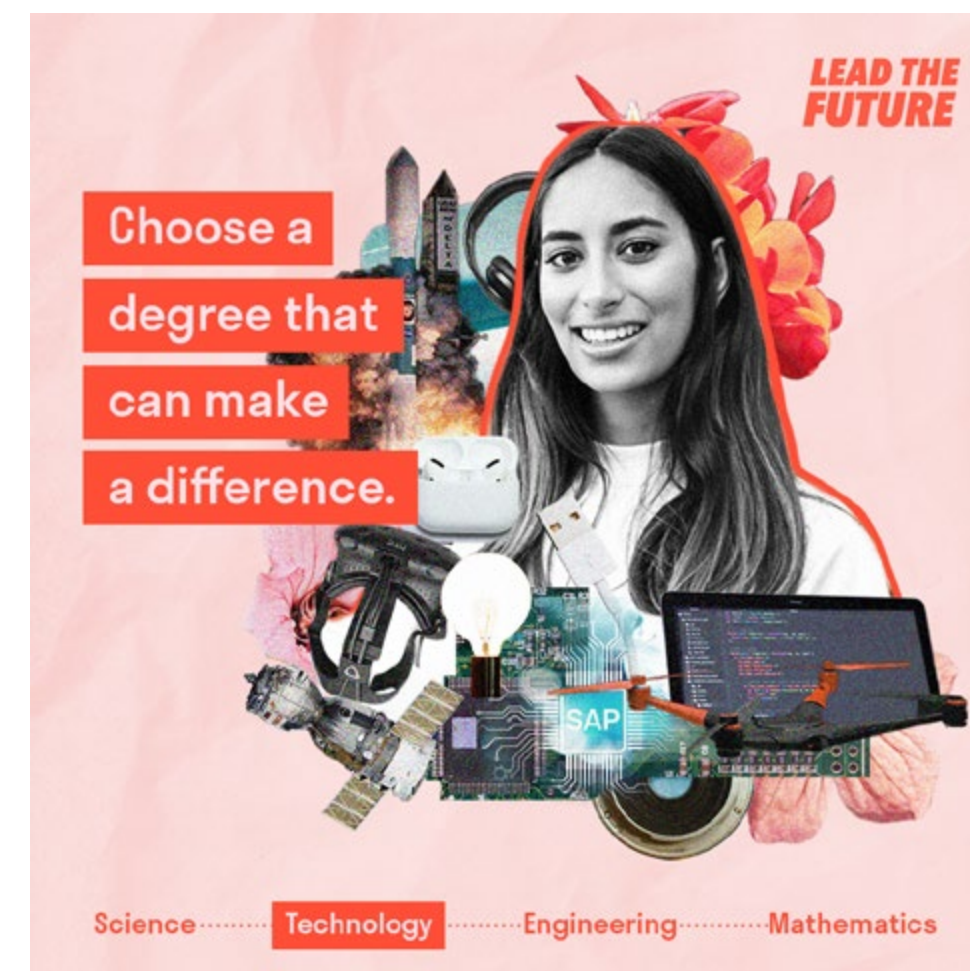
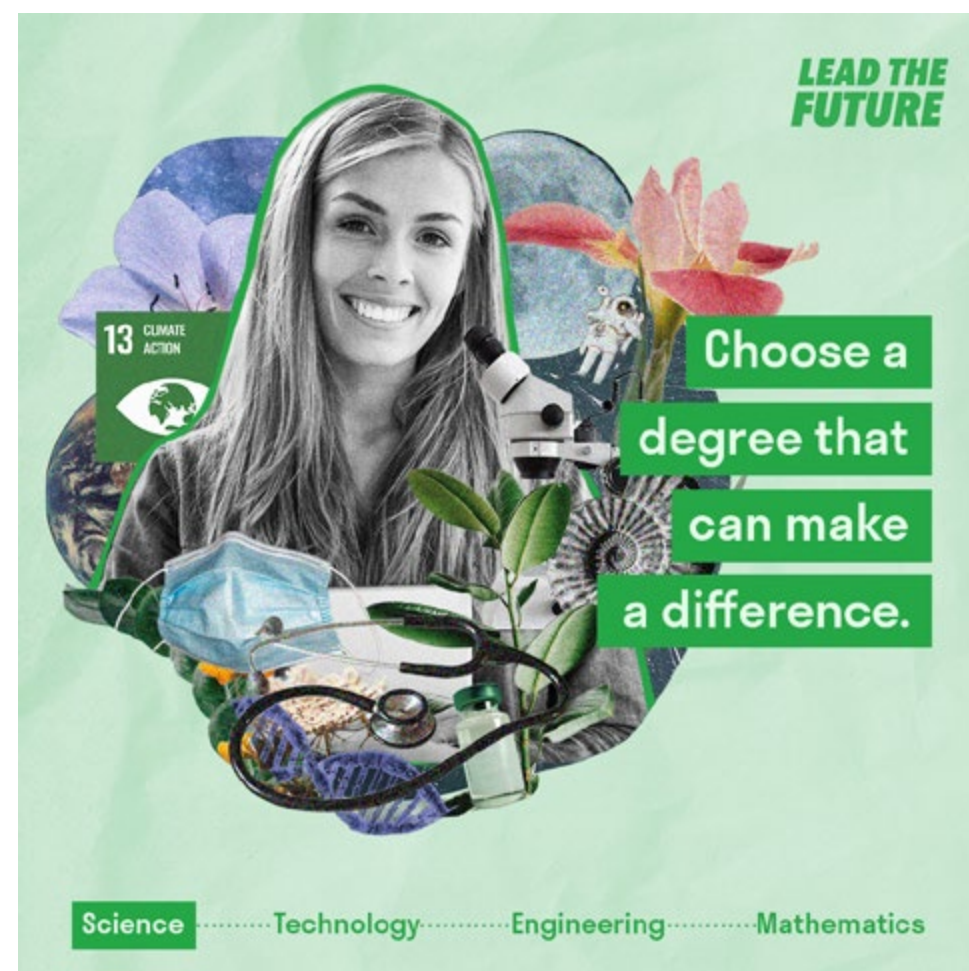
Create an eye catching social media campaign to encourage women to pursue degrees in STEM (Science, Technology, Engineering, and Mathematics).

The Approach

It was important to create a fresh, diverse, and fun campaign for such a worthy cause where young women could actually see themselves in one of these fields by giving a sense of what that universe could look like, which is why the collage approach was taken.

Art direction

SoMe



Social media campaign

LEAD THE
FUTURE

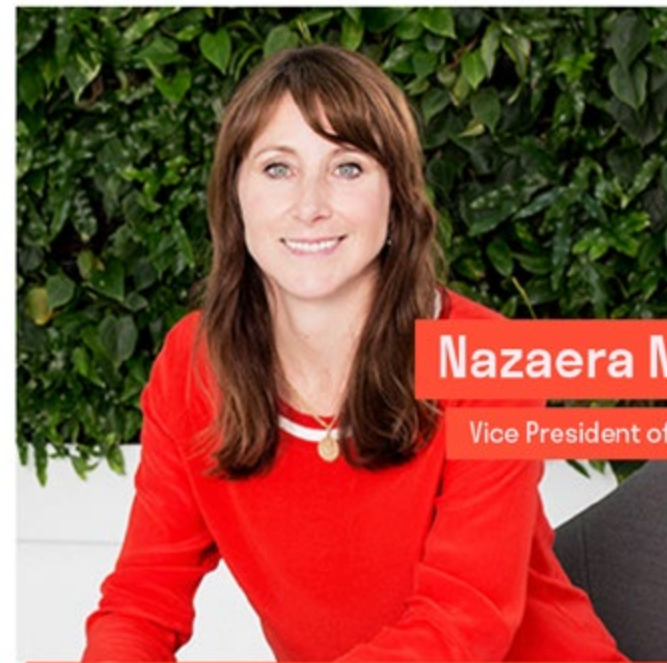


Mari Brandl

Head of department



LEAD THE
FUTURE



Nazaera Mazzaro

Vice President of Medical Affairs



LEAD THE
FUTURE



Line Storelvmo

Holmberg

Vice President, Plant & Hybrid
Modeling & Analytics



LEAD THE
FUTURE



Natasha Lembke

Partner



Speaker posts

Samsøe Samsøe

The Brief

Conceptualize a social media campaign and store window campaign inspired by the Samsøe Samsøe Pre-Spring 2021 line.

The Approach

Accentuate and bring the clothing to life by using vibrant and bold colors along with simple and clean typography, letting the images and pieces speak for themselves.

Art direction

Concept

SoMe

Colors



01. Social media posts

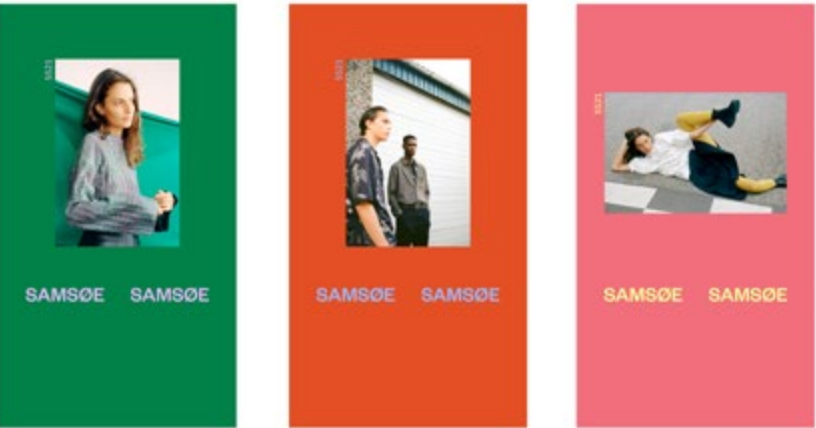
I was immediately inspired by the various colors in the line and also the textures in the backgrounds of the photos. Keeping with the simplicity of the brand look and feel, for the pre-spring campaign I have created a visual look that uses color blocking, space, and plays with the orientation of the logo to create interesting compositions and movement.



02. Window campaign



01. Social media posts



01. Social media posts

Of course the colors aren't meant to be used in every post, and sometimes it's nice to have a bit of a break/ "palette cleanser" with cleaner posts using the colors in more subtle ways. The importance is that the campaign is agile and open to interpretation based on its application.



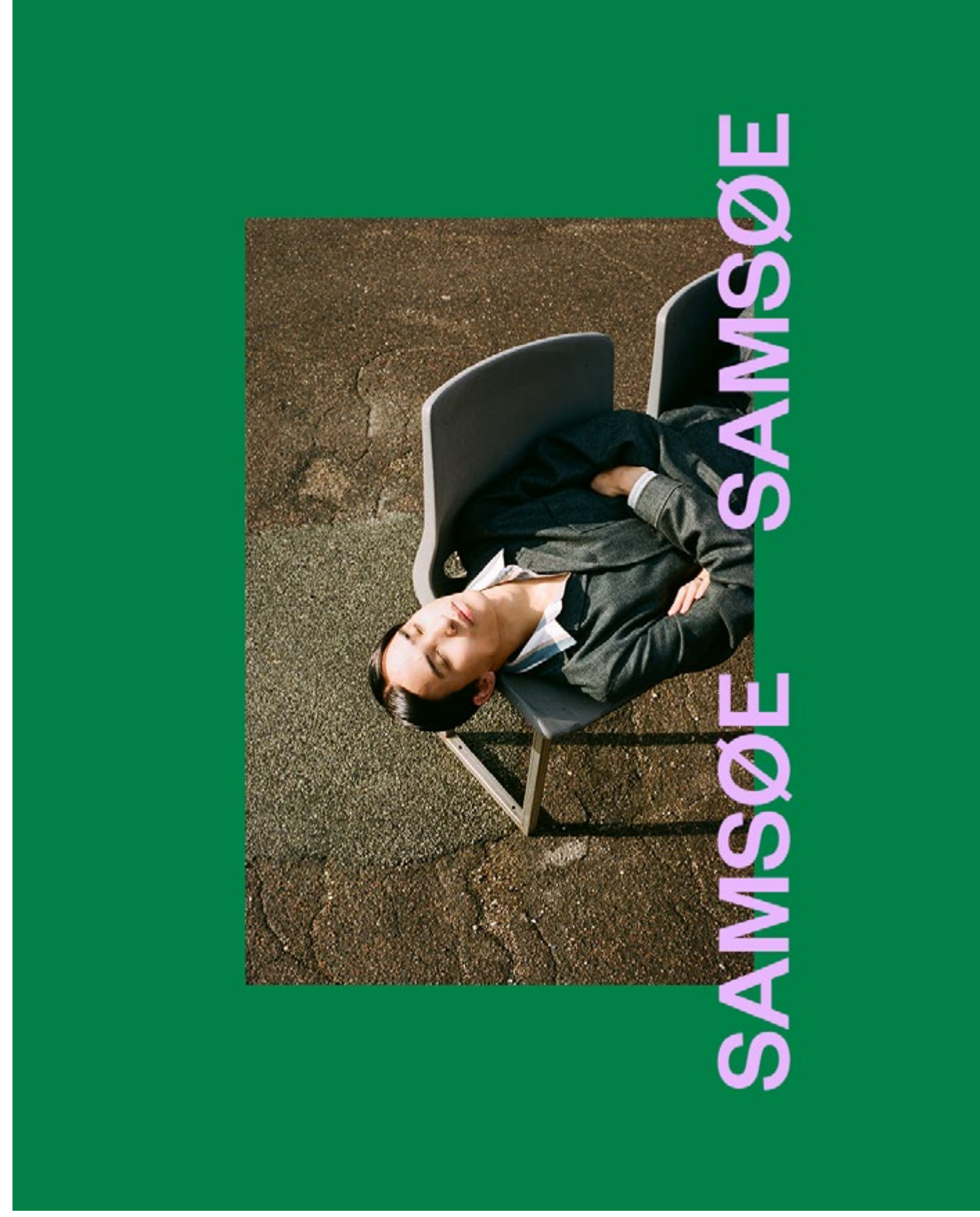
02. Window campaign

Considering there won't be mannequins or other props in the displays, I've used the patterns and textures from the images to create an overall mood for the window campaign. The images can be swapped out and resized for the varying window sizes.



Style guide

Social posts



Social posts



SAMSØE SAMSØE



SAMSØE SAMSØE



SAMSØE SAMSØE



Window campaign



Window campaign

Thank you

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