



Tiffani Bogda

Creative Services

PROFILE

Accomplished creative leader with extensive experience in graphic design, brand strategy, and visual communication. Proven success in leading and mentoring design teams to develop innovative, cohesive, and on-brand creative solutions that strengthen brand identity, enhance marketing campaigns, and advance organizational goals.

EDUCATION

Bachelor's in Fine Arts Specialization in Graphic Design

Monmouth University
2007-2011

Master of Arts Arts Management & Executive Leadership

Rider University
2020-2021

CONTACT

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LinkedIn
Tiffani Bogda

PROFESSIONAL WORK HISTORY

Associate Director of Creative Services | Feb. 2024 - Present
Assistant Director of Creative Services | Dec. 2019 - Feb. 2024
Graphic Designer | Sept. 2018 - Dec. 2019
Rider University (Lawrenceville, New Jersey)

Provide strategic creative direction and oversee visual communications across all university departments to ensure cohesive, high-quality brand expression. Lead and mentor design staff, manage external partners, and uphold brand identity standards. Collaborate with Admissions and Enrollment Management to develop targeted, high-impact marketing materials that strengthen brand visibility and support recruitment, retention, and advancement goals. Elevate design excellence across campaigns, publications, and major university events.

Freelance Designer | June 2018 - Sept. 2018
Senior Graphic Designer | Sept. 2015 - Feb. 2018
Fox Run Brands (Philadelphia, Pennsylvania)

Demonstrated deep understanding of market visual trends to prepare graphic designs and artwork for Fox Run Brands packaging, website and social media, as well as other digital and print collateral projects to attract consumers, revenue, and business growth. Creatively managed expert knowledge of competitive design methods, systems, and visual strategies.

Leveraged superior design and concept development skills to translate messages into effective, attention-getting visual packaging design solutions for 15 brands. Worked closely with US & China vendors and aided with packaging die-lines, while also creating specialty packaging for major brand private label clients (Williams Sonoma, Crate & Barrel, and Wal-Mart).

Retail Design Assistant | Feb. 2014 - Sept. 2015
Product Development & Design Intern | Dec. 2012 - March 2013
Graphic Design Intern | Oct. 2012 - Dec. 2012
Pennsylvania Horticultural Society (Philadelphia, Pennsylvania)

Assisted with retail designs for successful execution of America's largest and longest-running horticultural event, Pop Up Gardens, and Pop Up Holiday Stores. Worked closely with the Director of Merchandise to promote an emphasis on mobile retail, graphic design, product design, and special events.

Managed a full range of packaging, merchandising, and store layout and design. Traveled to multiple gift shows to research new and upcoming products for the year and process PO's for the company.

Graphic / Production Designer | March 2013 - Feb. 2014
Contract Graphic / Production Designer | May - July 2012
League Collegiate Outfitters (Bridgeport, Pennsylvania)

Demonstrated expertise in color separation techniques for production, photography editing and post production, while creating synergies between innovation, creativity, and business sense.

Creatively managed setups of artwork for client approvals, designed concept approval sheets, and files for print; created new custom template designs, along with catalogs, lookbooks, and training handbooks.