

Tiffany Pan

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Versatile creative & design director

Hands-on creative leader with 14 years experience working at the intersection of art direction, interactive / product design and brand marketing. I love wearing many hats and applying a uniquely hybrid approach to brand challenges.

Currently &
2019 - 2021

Apple

Freelance Creative Director

- Embedded with Marcom Interactive (through Kettle)
- Led initiatives for Privacy, Environment, Apple for Education and Apple at Work

2022 - 2023

Rippling

Interim Design / Creative Director

- Creative leadership and design direction across integrated campaigns, content, growth initiatives and events
- Managed a team of 7 designers, ADs and writers

2018 - 2019

Intuit

Freelance Senior Creative

- Brand design & art direction for events, employee experience and executive headshots

2016 - 2018

Huge (Singapore)

Associate Creative Director, Singapore

- Led all creative & design for global SK-II account (with focus on CN, JP) including app for retail associates, global ecomm site, social content, retail visuals, and chatbot
- Co-department head managing a team of 10+ designers, art directors and writers
- Won Webby Honoree for "The Journey" VR experience

2015 - 2016

Huge (NY)

Associate Creative Director, Brooklyn

- Clients: Victoria's Secret, David Yurman, DKNY

2015

72 & Sunny
Saatchi & Saatchi
Razorfish +

Freelance Senior Art Director

- Clients: Uniqlo, Dropbox, DKNY, Pampers (P&G), Yoplait, Dreft, Victoria's Secret, Clinique, David Yurman
- Autonomous, trusted senior creative lead across diverse projects: marketing campaigns, social content, influencer tie-ins, large ecommerce site & mobile app prototype + builds, TVCs and pitch presentations
- Won OneShow Pencil for Pampers "Lullabye" TVC

2013

Duncan Channon

Freelance Senior Art Director

- Clients: Sephora, Marc Jacobs Beauty, StubHub, Tahoe South, John Muir Health
- Won CLIO & OMMA award for Sephora Formula X site

2011 - 2013

AKQA

Art Director

- Clients: Target Style, YSL Beauty, Lancome
- As part of digital AOR team, created seasonal digital campaigns and launched Target Style's instagram

2009 - 2011

Team One

Art Director

- Clients: Lexus, Ritz-Carlton, American Express, Northern Trust, Heal the Bay
- Go-to junior team working across digital, print, OOH, TV and integrated projects for all luxury clients