

Tiffany Gutierrez creative direction, product designer

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EXPERIENCE

- 09.2023 - Ongoing **Happy Tomorrow, South Pasadena, CA**
Creative Director, UX strategy/UI Design - Remote
- Creative direction, UX strategy, and product design — integrating AI workflows and vibe coding to rapidly build MVP products, explore new paradigms in social, streaming, and entertainment, establish design systems, collaborate directly with product owners and engineers, manage client expectations, and consult on team processes while mentoring junior designers.
- 09.2023 - 12.2025t **Social Streaming (NDA) - Creative Direction, Product Owner**
- Reviewed strategy and met with team for consultation on new social product (product under NDA)
 - Hands on UX research, design and UI design for creation of MVP product while mentoring Jr. designers
 - Created User flows and customer journey for MVP product and future forward product mobile and OTT
 - Develop and maintain design systems to ensure brand and product consistency.
- 09.2024 - 12.2024 **Bounteous - Lead User Interface Designer**
- UX/UI design focused in mobile and web for edtech, fintech, social feeds, purchase flow, and ecommerce
 - Collaborate with cross-functional teams & UX strategist to interpret client requests and identify problem areas and opportunities for functional and visual improvements.
 - Contribute to business development efforts through strategic project trajectory planning and processes in order to streamline project outcomes.
- 10..2023 - 11.2023 **edZOOcation™ - Art Direction & Strategic Consultant**
edZOOcation subscription box/Subscription membership, main marketing focus: US moms with kids ages 3 - 8 who have an immeasurable amount of enthusiasm for wildlife.
- Review Creative deliverables, oversee the visual strategy, execution, and creative consistency across all aspects of the business—subscription boxes marketing materials. Review, critique, and approve creative projects including but not limited to graphics, printables, illustrations, and marketing collateral.
 - Maintain the overall visual language of edZOOcation™, ensuring consistency across multiple channels such as print, digital, social media, and packaging
- 02.2022 - 09.2023 **A+E Networks - New York, NY**
Director Product Design (hands on UX strategy/UI Design) - Full-time Remote
Hands on Product Design Director focusing on SVOD products at A+E Networks, A+E Crime Central, History Vault and Lifetime Movie Club products.
- Work hand in hand with Product Managers, Development leads and Project Managers to update and establish team processes KPIs and goals. Oversaw strategic feature updates, Design systems , and Accessibility updates for SVOD products including OTT, responsive web, iOS and Android native apps.
- Directed build and launch of internal design system, Strategized and implemented plan for design unification across SVOD and AVOD products,
 - Launch Verizon +Play Beta - January 2023
 - Launch AVOD/SVOD Design systems Beta - January 2023
 - Launch Vizio IAP - January 2023
 - My account redesign on Responsive web - February 2023
 - iOS 8.0 app redesign - February 2023
 - Sign in and registration flow redesign - March 2023
 - Bundling (current users) - May 2023
 - OTT Index navigation update - June 2023
 - OTT Marquee feature update - June 2023
 - Bundling (New Users) - July 2023
 - OTT Accessibility Audit - July 2023
 - Launched Samsung Tizen TV App - July 2023
 - Podcasts experiment integration - September 2023

02.2021 - 09.2021	Beach Body - Los Angeles, CA Sr. Lead UX/UI Designer, Contract UX/UI Product Design Lead for Beach Body's Bike interactive Large formate Android tablet. Design support for Bodi native apps UX/UI experience. • Reviewed, consulted for MVP subscription based video and streaming exercise experience app (SVOD) • Created baseline design template for MVP streaming bike product • Coordinate with UX research team to conduct "in person" (zoom) user testing sessions • Established Design systems and Figma library for second phase design with updated designs focused on cross platform consistency, accessibility and best standard product guidelines • Create hold off documentation and extended post MVP user flow for second phase of product design • UAT product and validate design visual and functional changes prior to product Launch • Launch product MVP, exercise bike experience September 2021
08.2020 - 02.2022	A+E Networks - New York, NY Sr. Product Designer (UI/UX/Strategy), Contract Design UX/UI strategies and user interactions for A+E's SVOD products, History Vault and Lifetime Movie Club. Maintain consistent design experiences across OTT, iOS and Android platforms. • Audit A+E SVOD and AVOD products for mobile, CTV and web. Recommended accessibility, unification clean up task list, and feature changes to our A+E Crime Central, History Vault and Lifetime Movies Club products • Facilitated the launch of A+E Crime Central SVOD App for native mobile app, native CTV apps and Web
02.2020 - 03.2020	Circle Media - Nashville, TN UI/UX Designer, Contract UX/UI Product Designer for Circle Media's SVOD product aimed to provide content to country music and lifestyle consumers. Product spanned across: OTT, responsive web and mobile apps. • Reviewed and consulted on best practice changes based on existing MVP design • Created baseline design template for existing MVP design in Sketch • Created final brand logo to be consistent with existing parent company standards • Established Design systems and sketch library for second phase design with updated designs focused on cross platform consistency, accessibility and best standard product guidelines
04.2016 - 04.2019	CBS INTERACTIVE - Burbank, CA
04.2015 - 04.2016	UI/UX Product Design Manager, Emerging Platforms
09.2014 - 04.2015	Lead UI/UX Designer, Emerging Platforms
09.2012 - 09.2014	UI/UX Designer, Emerging Platforms Contract UI/UX Designer, Creative Services Product Design Manager, Lead UX/UI designer Collaborating within a team of product managers, project managers, UI & UX designers, and developers in the launch and maintenance of combined MVPD, AVOD, SVOD subscription based apps within domestic and international market places. • Launched CBS All Access streaming MVP iOS & Android apps and responsive web October 2014 • Launched CBS All Access streaming app across Roku, Android TV, Amazon Fire TV and Apple TV and Windows 10 devices September, October and November 2015 • Launched apps across XBox 360, XBox One, PS4 and Smart TVs throughout 2016 - 2017 • Orchestrated and facilitated the redesign of CBS All Access Streaming apps later to be re branded as Paramount + through April 2019 • Facilitated the introduction of agile/scrum and UX methodologies
04.2011 - 03.2018	TGD STUDIOS, INC - Pasadena, CA Founder/Executive Creative Director
04.2012 - 09.2012	RMK DIRECT - Pasadena, CA Freelance Designer Graphic Designer
05.2006 - 04.2012	KOTICK MARKETING GROUP - Pasadena, CA Lead Graphic designer/UI/UX designer/Art Director
EDUCATION	RHODE ISLAND SCHOOL OF DESIGN - Providence, RI Bachelor of Art, Graphic Design - Secondary study in Film, Video & Animation