

TIFFANY TSE

Toronto, Ontario, Canada · tiffanytse.ca · hey@tiffanytse.ca

SUMMARY

I currently work as a Front-end Developer Advocate Lead at Shopify on the Partnerships Education and Community team. I specialize in front-end development, theming, user experience design, and accessibility — creating compelling and innovative web applications and training. I am truly passionate about inspiring young designers and developers. I've worked as the Ottawa chapter co-lead for Ladies Learning Code the last 3 years and as a part-time Professor at Algonquin College for 5 years. At Algonquin College I taught web development, interaction design and motion graphics.

Previously, I was the Creative Director for Coldfront Labs Inc., where I helped to build and consult on enterprise Drupal applications for both public and private institutions.

EDUCATION

2011 *Interactive Multimedia Post Graduate Certificate*, Algonquin College, School of Media and Design
2010 *Bachelor of Fine Arts (Honours) with a Minor in Comparative World Religions*, University of Ottawa

RELEVANT SKILLS

- Extensive technical experience in building and theming Drupal and Wordpress applications
- Programming languages and frameworks include: Ruby on Rails, Liquid, Jekyll, HTML5, CSS3, Javascript, jQuery, mySQL, PHP, Grunt, Gulp, Sass, Compass and Version Control (Git, Subversion), among others
- Demonstrated expertise in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects and Premiere Pro) and Sketch; comfortable with both Mac and PC platforms as well as command line tooling
- Experience with brand and product development, UI and IA development
- Self directed and autodidactic, as well as experience with directing, collaborating and working with teams

WORK EXPERIENCE

Front-End Developer Advocate Lead
Shopify, Ottawa, ON

January 2017 - Present

As a Front-end Developer Advocate Lead, I travel to speak, host workshops and participate at events and conferences around the world. In addition to these activities, I regularly contribute to online and print publications on the topic of front-end development, ecommerce and design. Along with the talented Partnerships team at Shopify, I help to produce resources for designers and front-end developers to learn how to build themes and grow their businesses with Shopify.

Freelance Full-stack Developer and Designer
Self Employed, Ottawa, ON

May 2006 - Present

As a freelance Full-stack Developer and Designer I design and develop concepts for the web, print, signage and apparel for a variety of clients.

Front-End Developer
Shopify, Ottawa, ON

February 2016 - January 2017

As a Front-end developer at Shopify, I worked on a variety of projects that tested new ideas, built targeted marketing campaigns and developed rich web products. At Shopify I contributed to a Rails focused UI toolkit and living style guide that helped make development more consistent and approachable across the company. UX is at the forefront of everything we do at Shopify, and I worked closely with the UX team to facilitate world class campaigns and projects.

Professor

Algonquin College / Graphic Design Program, Ottawa, ON

September 2011 - May 2016

As a Professor, I taught a wide array of classes in web development (HTML5, CSS3, Javascript, SASS, Wordpress, Drupal), usability, SEO, information architecture, web-based user experience design and motion graphics. I also consulted on courses and course curriculum for the Graphic Design Diploma program while helping influence direction of the program to incorporate more web-based courses and content.

- Coordinate with other professors to extend and engage students through a variety of platforms; including joint assignments, and curriculum development.
- Online development of specialized course materials using Blackboard, Canvas, and other mediums to engage students (assignment breakdowns, rubrics, collaborative glossary, and discussion boards).
- Instructed groups as large as 80 students, employed a variety of teaching methods to accommodate a variety of learning styles, as well as creating a safe and approachable academic environment.

Creative Director

Coldfront Labs Inc, Ottawa, ON

June 2013 - January 2016

As the Creative Director I oversaw all design and front-end development for all client projects, including the art direction, style guides, and product development. I was also responsible for providing the strategic UX direction for the company and valuable teaching insight regarding our corporate training programs. In addition, I developed, mentored and identified new discipline expertise for Coldfront Labs Inc.

- Develop and deliver presentations and project deliverables to clients.
- Build curriculum and instruction material for various corporate training programs (HTML5, SASS and Theming).
- Select projects include:
 - **Canadian Blood Services (2015)** Improving existing user experience and redesign donation workflow all while being fully-responsive. Managing and overseeing usability testing and A/B testing.
 - **Green Party of Ontario (2014)** Site-wide redesign, IA assessment and consolidation of UI components
 - **City of Ottawa - Various (2013-2015)** Consulting and front-end development on various internal and externally facing web applications using Drupal 7, Javascript, Grunt, SASS and Compass

Senior Designer

Coldfront Labs Inc, Ottawa, ON

July 2011 - June 2013

Lead strategic digital experience design across web and mobile drupal enterprise applications. Provided the creative vision for new product concepts, multi-device web applications and integrative social experiences. Managed, coordinated, and implemented multi-device (responsive) websites and applications. Utilized Drupal for development, theming, production and deployment.

Program Assistant

Algonquin College / Interactive Multimedia Post Graduate Ottawa, ON

January 2011 - August 2011

I taught and assisted postgraduate students with a variety of programming languages and web-based projects; extensive experience in graphic and web design, acting as a resource for students. I also organized and created action-plans with students to facilitate their success in a demanding and fast-paced program.

PROFESSIONAL DEVELOPMENT

Chapter Co-lead, Ladies Learning Code

May 2014 - May 2017

Workshop Instructor, Ladies Learning Code

July 2011, April 2014, May 2015

Vice President and Member of the Board of Directors, Gallery 101

May 2013 - May 2015

SELECT SPEAKING ENGAGEMENTS

- 2017** **Smashing Conference San Francisco / New York City** | Theming Parallels: Shopify for Wordpress Developers
- 2016** **Ontario Makers and Mentors Innovation Conference** | Web Development and Teaching Today
- 2015** **DrupalCamp Ottawa** | Modern Education Alternatives in Web Development
- 2015** **JSOpen Vancouver** | Style Guides for Web Developers

- 2014 **DrupalCamp Montreal** | Theming with Styleguide
- 2014 **DrupalYOW** | Education in Web Development: Drupal

GRANTS & AWARDS

- 2013 Nominated for Diane Bloor Part Time Teaching Award, Algonquin College
- 2011/2010 Academic Excellence, Algonquin College - Media/Design
- 2006 - 2010 Queen Elizabeth Scholarship
- 2009 Merit Scholarship, Chosen by Faculty, University of Ottawa