

Tiffany Chin

Visual Designer

I am visual designer based in Los Angeles, CA, with experience on branding, environmental, marketing, production, and digital design.

I believe collaboration with great ideas lead to strong concepts resulting in excellent design.

Selected Clients:



BANANA REPUBLIC





AUDIT+ BEYOND

A CONFERENCE BY AUDITBOARD

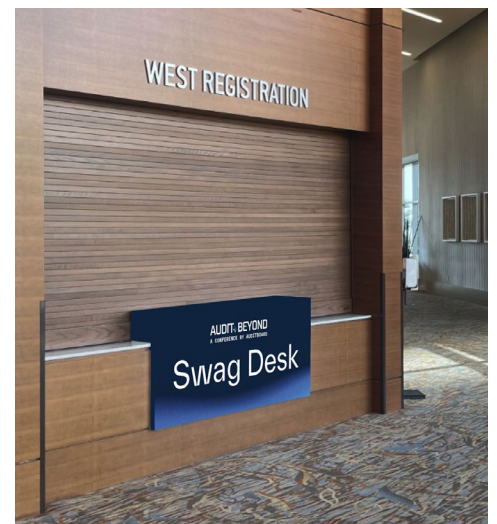
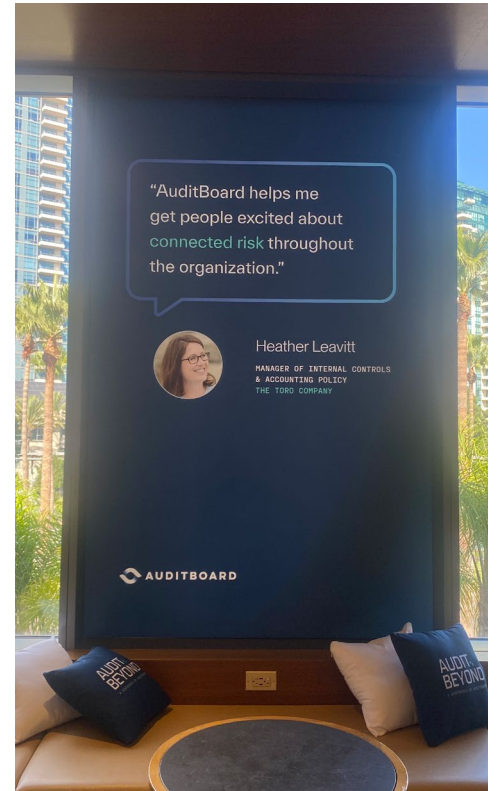
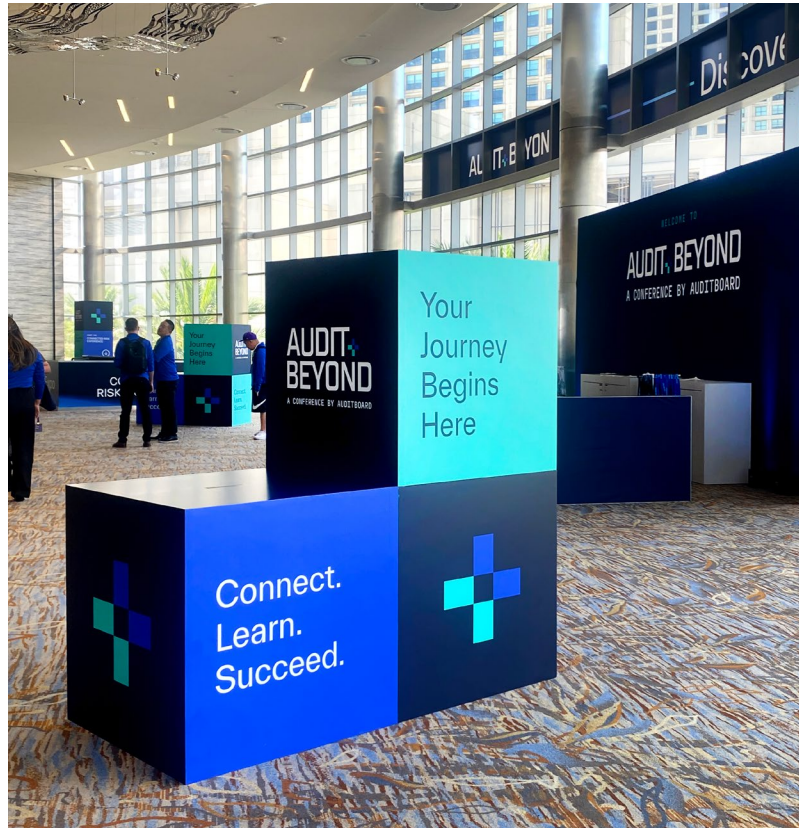
Client: AuditBoard

Role: Supported with exhibition, digital, and branding assets

Worked with the creative team to craft signage solutions for analog and digital platforms and delivered keynote presentations at the Audit and Beyond Conference in 2022 and 2023. Designed various digital assets such as blog graphics, social media visuals, eBooks, and email headers.

Also, collaborated on branding projects for the company's People, Experience, and Development team, ensuring alignment with strategic objectives and visual standards alongside senior designers and the art director.

Audit + Beyond 2023 (Exhibition Signage)



Audit + Beyond 2023 (Digital Marketing Ads)

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Vidhi Bhansali

PRODUCT MARKETING
AUDITBOARD

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- Forge New Relationships with Peers
- Exchange Thought-Provoking Ideas
- Enjoy Enriching Event Activities

f in x @ #auditandbeyond

Post for a Chance to Win!

- Follow @AuditBoard
- Share on social with #auditandbeyond
- Do it again! Get one entry for each post

WEDNESDAY | Gold Weekbooks

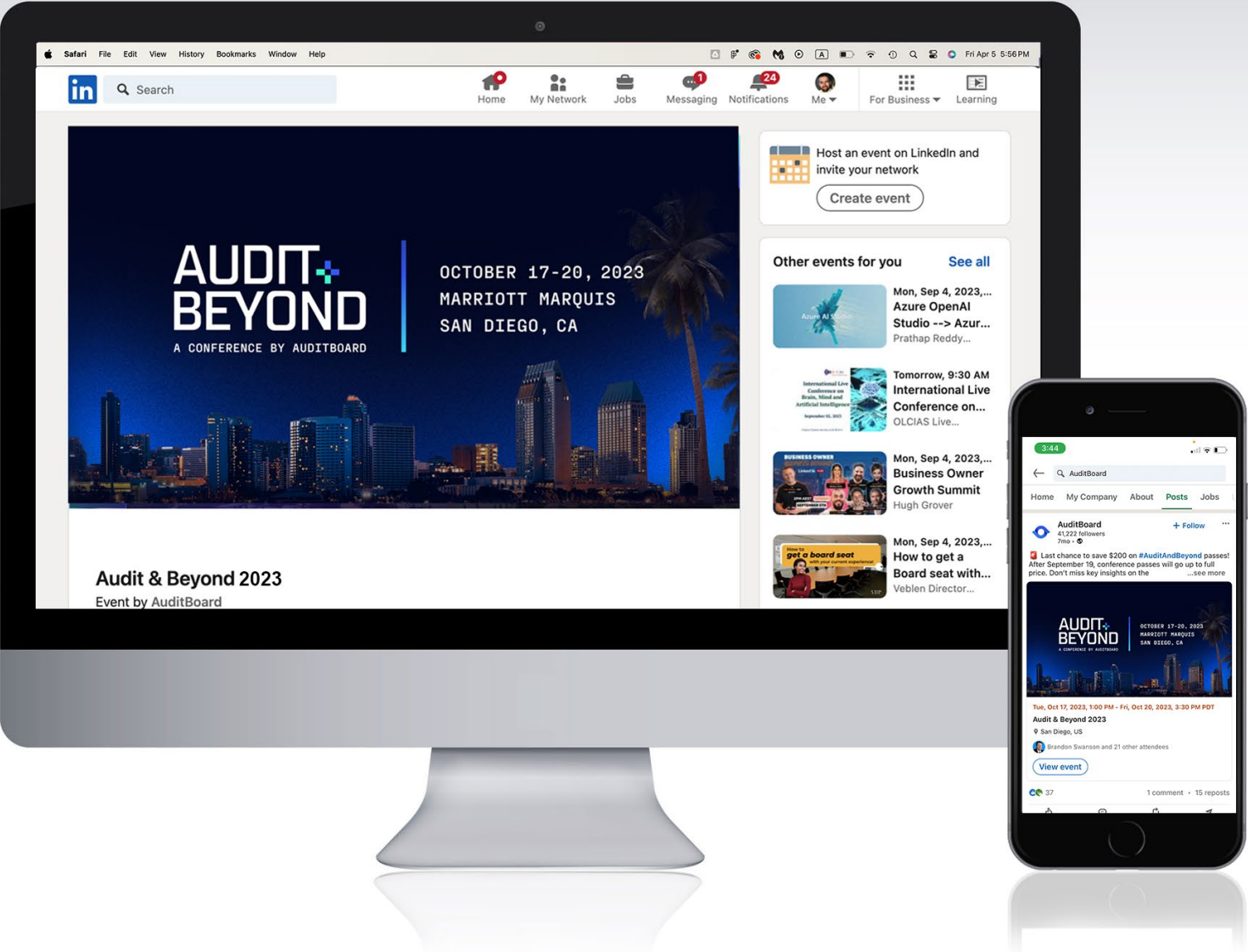
THURSDAY | Apple Watch

FRIDAY | Theragym

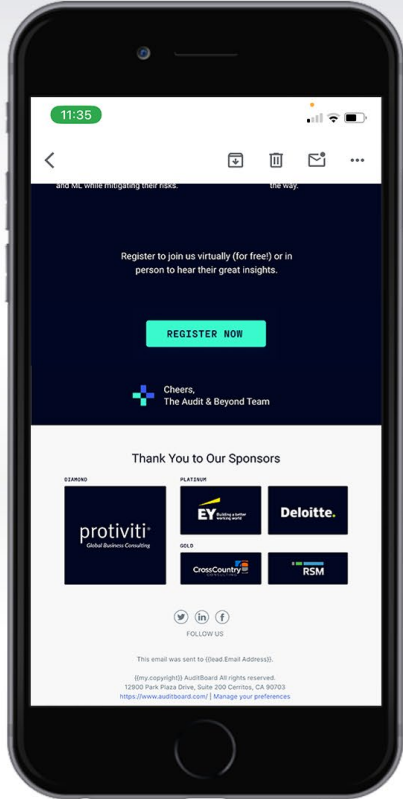
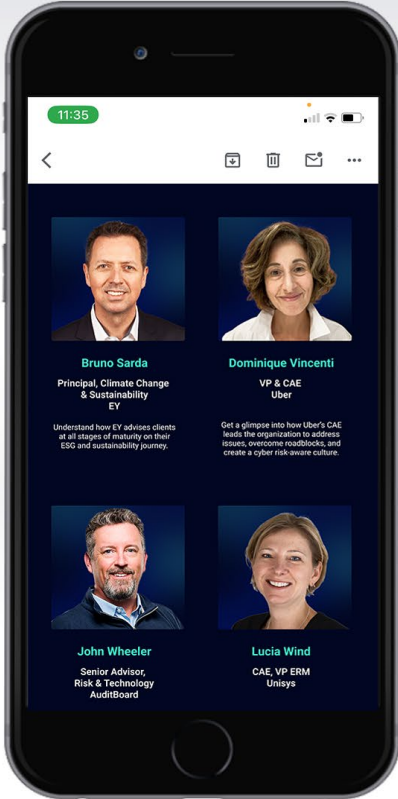
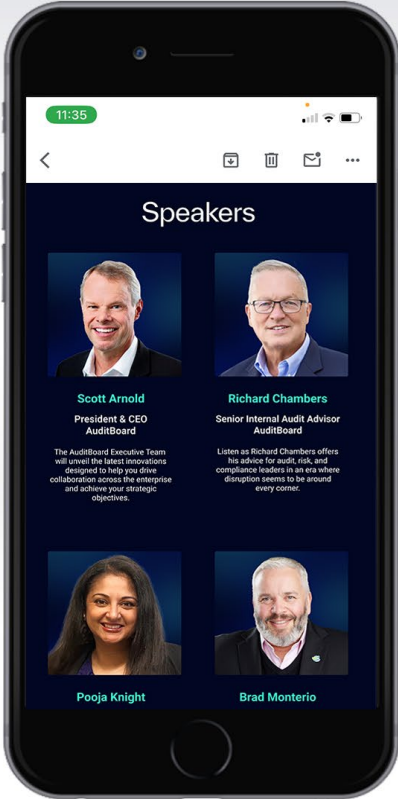
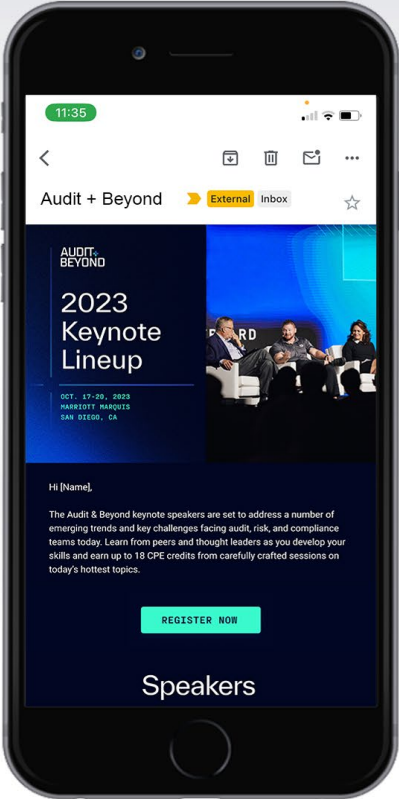
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AUDIT+BEYOND

Audit + Beyond 2023 (Digital Marketing Ads)



Audit + Beyond 2023 Email (Mobile)



IT Risk Now 2023 (Digital Marketing Ads)

AUDITBOARD

A FREE VIRTUAL EVENT

IT RISK NOW

July 27, 2023 | 8:30 AM - 12 PM PT | 3 CPEs

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Discover the future of IT security and risk management.

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3 CPE Credits

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27 July 2023
4:30 PM - 8 PM BST
3 CPEs

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3 CPEs

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27 JULY 2023
4:30 PM - 8 PM BST
3 CPE Credits

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Schedule a demo and get a Theragun Mini.



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WELCOME TO

IT RISK NOW

AUDITBOARD | IT RISK NOW

SESSION 1

Debunking the Myths About Cyber Risk Quantification

Will begin at
8:30 AM PT | 11:30 AM ET

- ALEXIS C. BELL
Principal, McAfee
- CANDACE WOLD
Senior Security Risk Manager
- STEVE HINDLE
Technology Executive and Board Advisor

AUDITBOARD | IT RISK NOW

SESSION 2

Breaking Down Silos: 3 Steps to Build a Resilient IT Risk Program

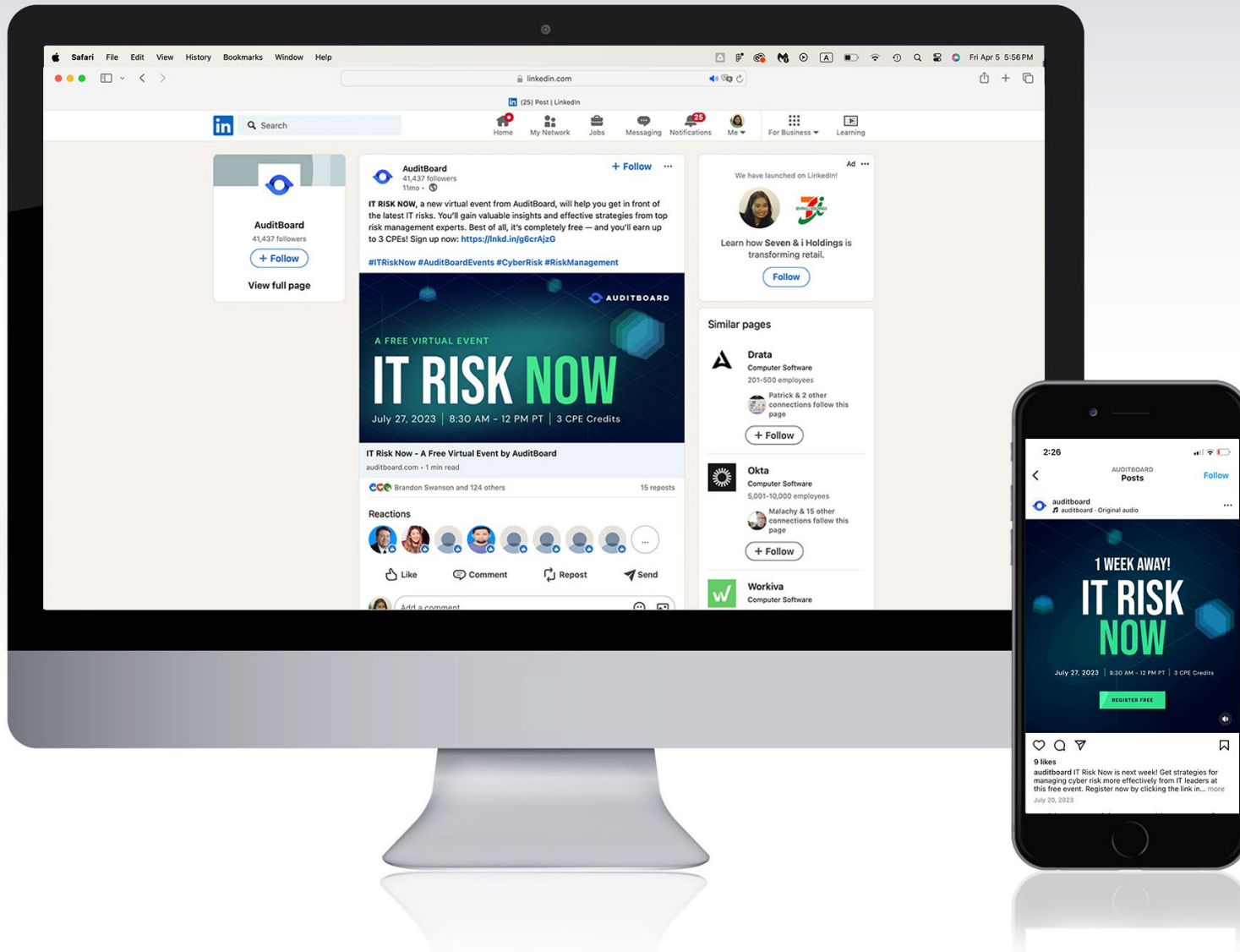
Will begin at
9:45 AM PT | 12:45 PM ET

JOHN WHEELER
Senior Advisor, Risk & Technology

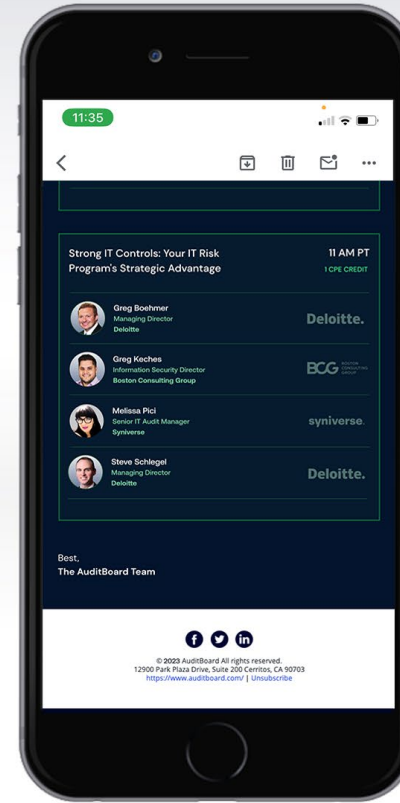
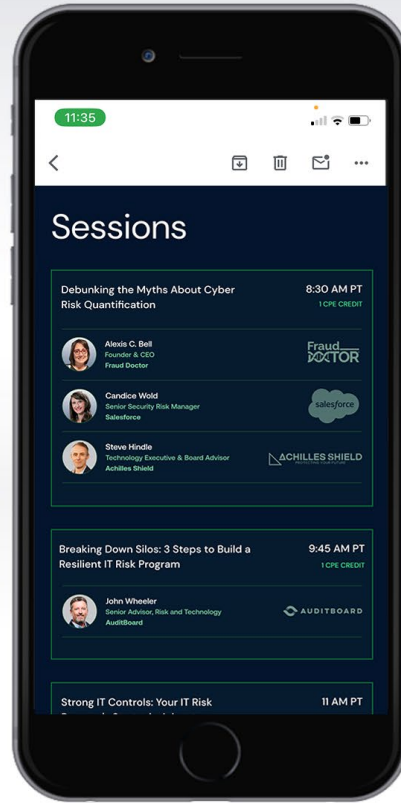
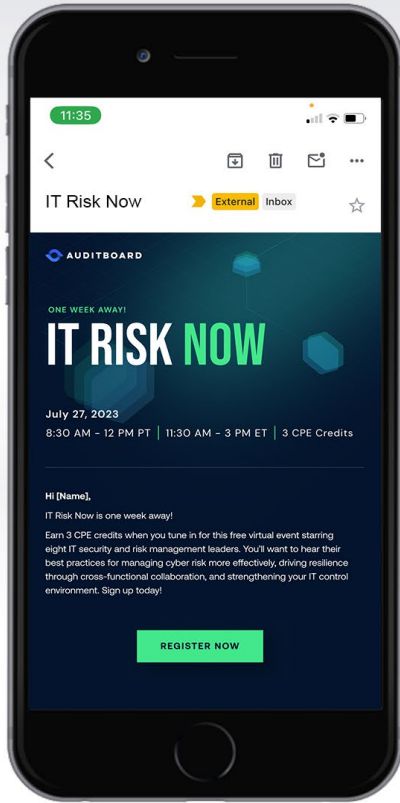
THANK YOU FOR JOINING

IT RISK NOW

IT Risk Now 2023 (Digital Marketing Ads)



IT Risk Now 2023 Email (Mobile)




PXD Presentation Slides (Final Branding)

Final Branding

LOGO

Taking advantage of the short and sweet name, the P, X, and D are all playful and fun without sacrificing legibility.

Shapes are geometric and vaguely formal, alluding to the "growth" goal of PXD.




SUBSIDIARIES

PXD	Manager Enablement	PXD	Manager Enablement
PXD	New Hire Orientation	PXD	New Hire Orientation
PXD	Learning & Development	PXD	Learning & Development

PRIMARY COLORS

#5078E5 #47D0D7 #F798FC #F798FC #8BACD3


GRADIENTS



NEUTRALS

#28374A #7798FC #FFFFFF


COLOR STACK



Note: Never use more than 2 gradients in one composition.

IMAGERY


We've broken out the arch shape from the logo—it's so dominant in the "P" and "X"—and turned it into a doorway. Each of these elements can be more playful and fun, but it's contained to the same frame, nesting in the shape.



Presentation Slides


PXD | New Hire Orientation

Welcome to the AuditBoard Family!




PXD | New Hire Orientation

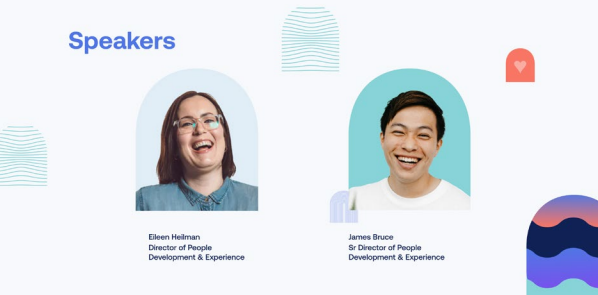
Speakers



Eileen Hellman
Director of People Development & Experience



James Bruce
Sr Director of People Development & Experience



PXD | New Hire Orientation


Agenda

- Q1 Team Reflections
- Lattice Goals
- Giving Feedback
- Employee Spotlight
- Group Spotlight
- Questions



PXD | New Hire Orientation

Timeline

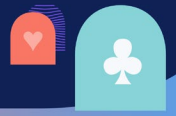


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04 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



PXD | New Hire Orientation

How Well Do You Know Us?

908 Respondents

In progress	11%
Started my research	37%
Just found out about them...	49%
Yes!	5%





912 Respondents


All of the above	22%
Very well	17%
Not well	5%
None of the above	35%
Informed	21%



PXD | New Hire Orientation

List of Goals

01	02	03	04
 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>



PXD Branding Development (Before Final Branding)

LOGO

PRIMARY COLORS

- #283872
- #FFFFFF
- #EDF1FC

GRADIENTS

NEUTRAL COLORS

- #FFFFFF
- #EDF1FC
- #121212

PATTERNS

IMAGERY

The 'X' in the logo is divided into two, and they are shifted in different positions to reflect the brand's playful personality and different departments

SLIDES: MANAGER ENGAGEMENT

EMAIL: ONBOARDING

Audit + Beyond 2022 (Exhibition Signage)



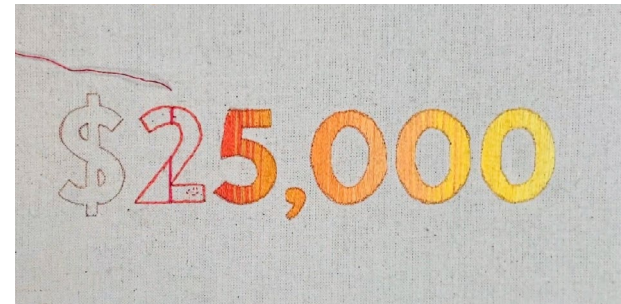
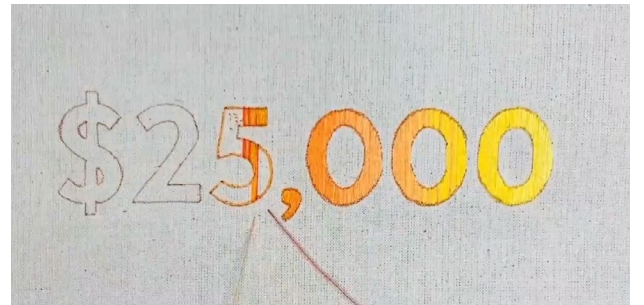
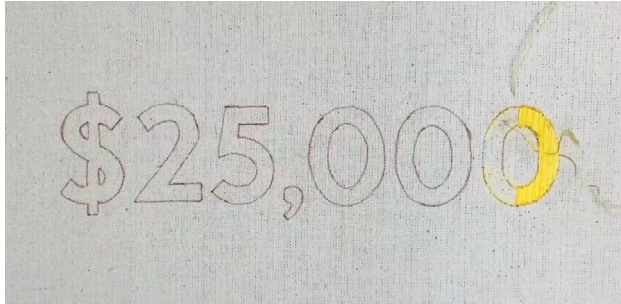
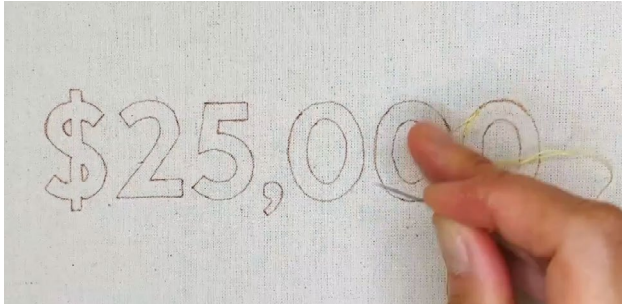


Client: San Francisco School of Needlework and Design
Role: Supported with exhibition, motion, and digital assets

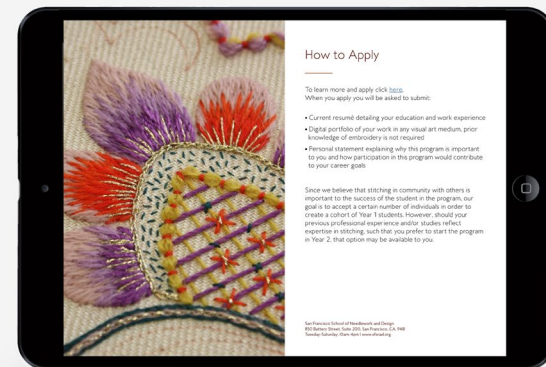
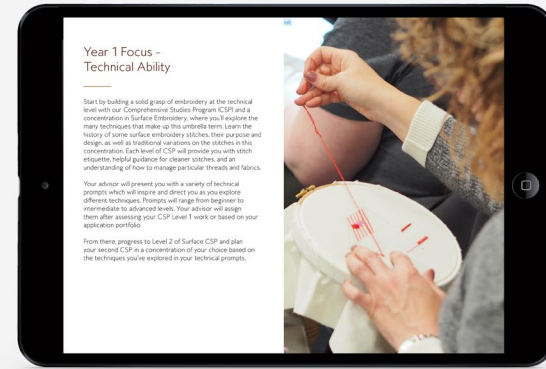
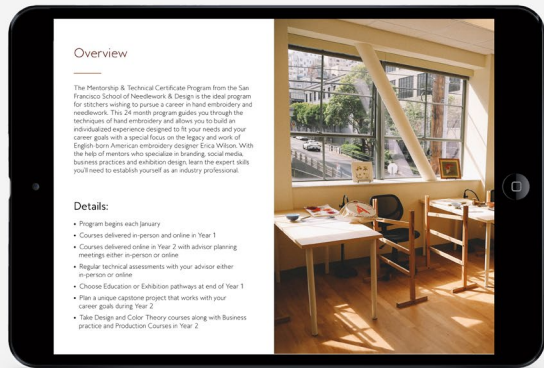
Oversaw all marketing and communication efforts for onsite and external programs, including website management, print materials, and online collateral. Created a video of my embroidery to promote the school's \$25,000 Matching Grant campaign, which received donations of \$50,000

in six months. Ensured cohesive messaging across all channels and maintained graphics aligned with SFSNAD's branding strategy.

\$25,000 Matching Grant Campaign Video



Mentorship and Technical Certificate Digital Brochure



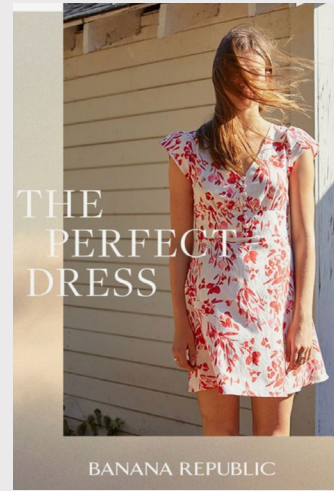
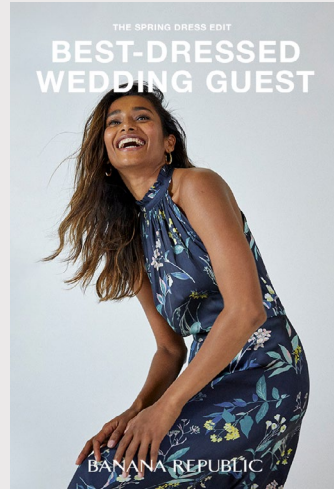


Client: Banana Republic

Role: Supported with Pinterest images

Created and fine-tuned digital assets for smooth production, maintaining consistency with brand standards and goals. Worked closely with senior web designers to improve visual communication strategies. Led the creation of various digital assets, from email promotions to dynamic Pinterest boards, to boost BR brand visibility across multiple platforms.

Pinterest ads for Spring 2020 Campaign



Pinterest ads for Summer 2020 Campaign



THE NEW
TIE-DYE

BANANA REPUBLIC



SUMMER'S
BRIGHTEST
DRESSES

BANANA REPUBLIC



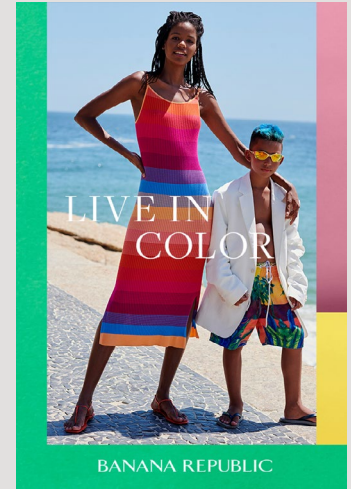
SUMMER
DRESS EDIT

BANANA REPUBLIC



SUMMER-
READY
DRESSES

BANANA REPUBLIC



LIVE IN
COLOR

BANANA REPUBLIC



SUMMER
DRESS SHOP

BANANA REPUBLIC



FLORAL
DRESSES
FOR SUMMER

BANANA REPUBLIC



(★)
REUSABLE
FACE MASKS

BANANA REPUBLIC



REUSABLE
MASKS

(★)
NOW AVAILABLE

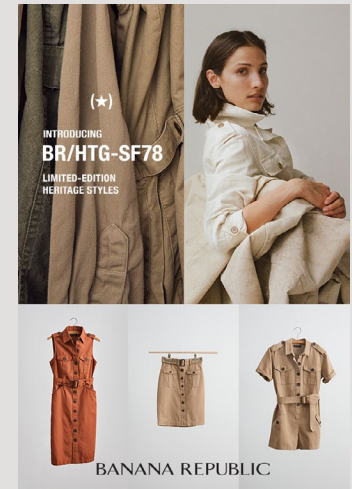
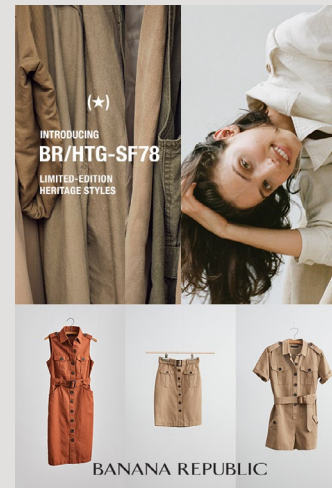
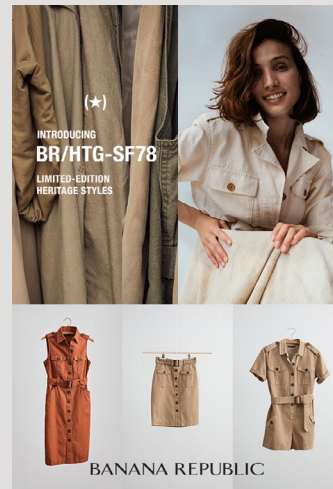
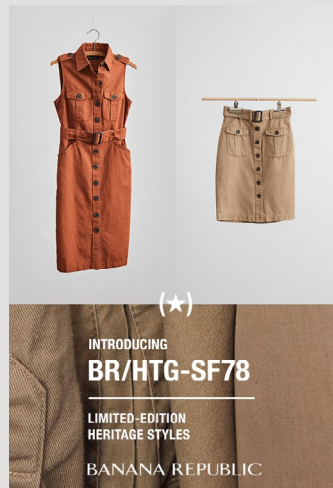
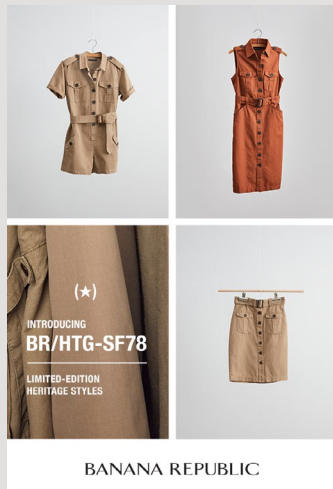
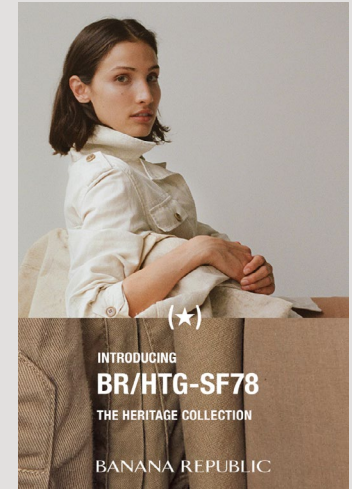
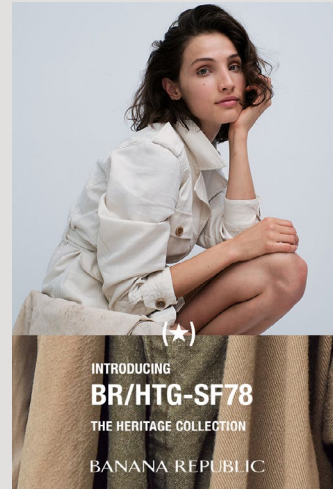
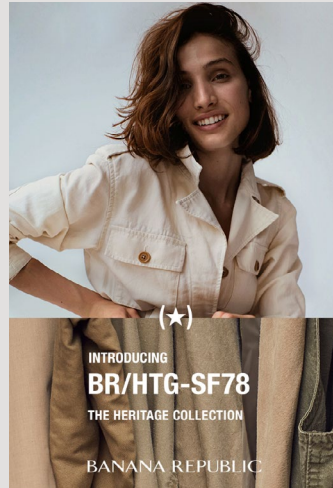
BANANA REPUBLIC



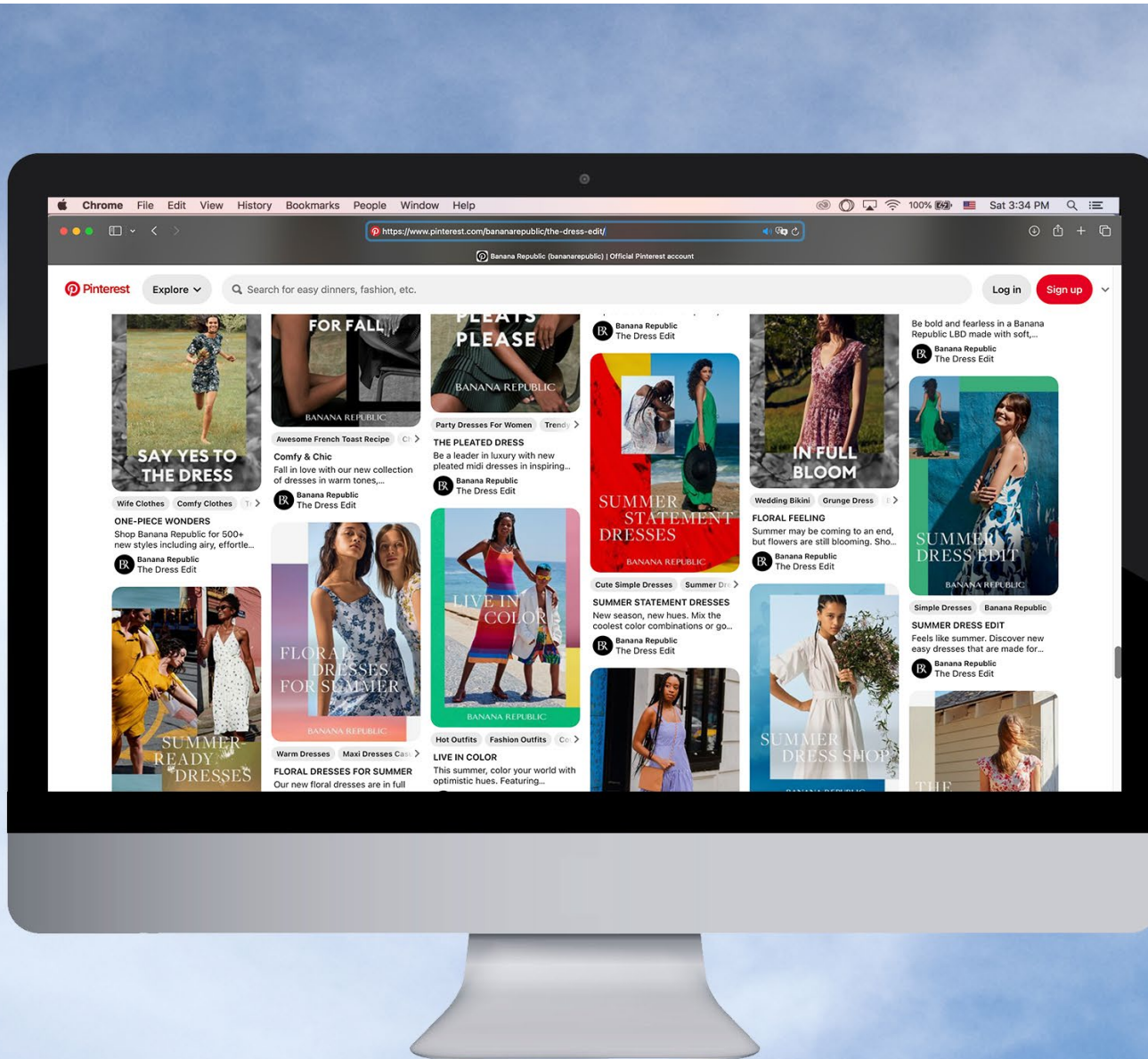
(★)
WELLNESS,
MEET STYLE

BANANA REPUBLIC

Pinterest ads for The Heritage Collection Campaign



Pinterest ads (Desktop)





Client: Salesforce

Role: Supported with digital assets and exhibition signage

Collaborated with the Einstein Analytics team to create impactful exhibition materials such as banners, signage, name tags, postcards, and schedules, ensuring consistency across events. Played a key role in designing exhibition banners for high-profile events like the World Tour in

London and Paris, boosting brand visibility. Partnered with Flex Team art directors to create dynamic digital assets and printed materials that aligned with strategic objectives.

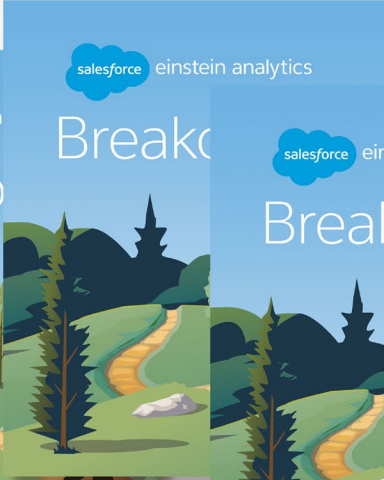
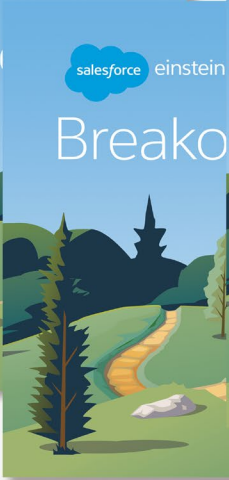
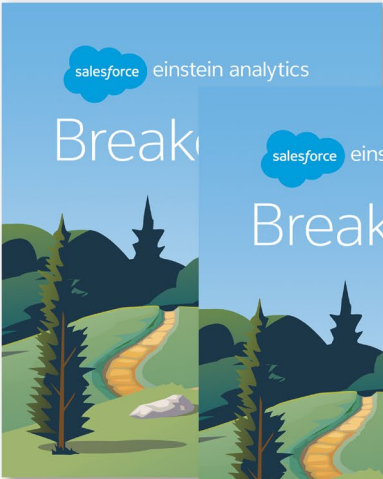
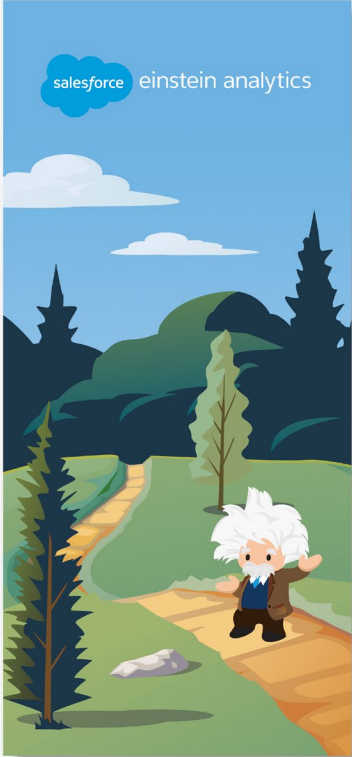
Signage for Salesforce World Tour London 2018



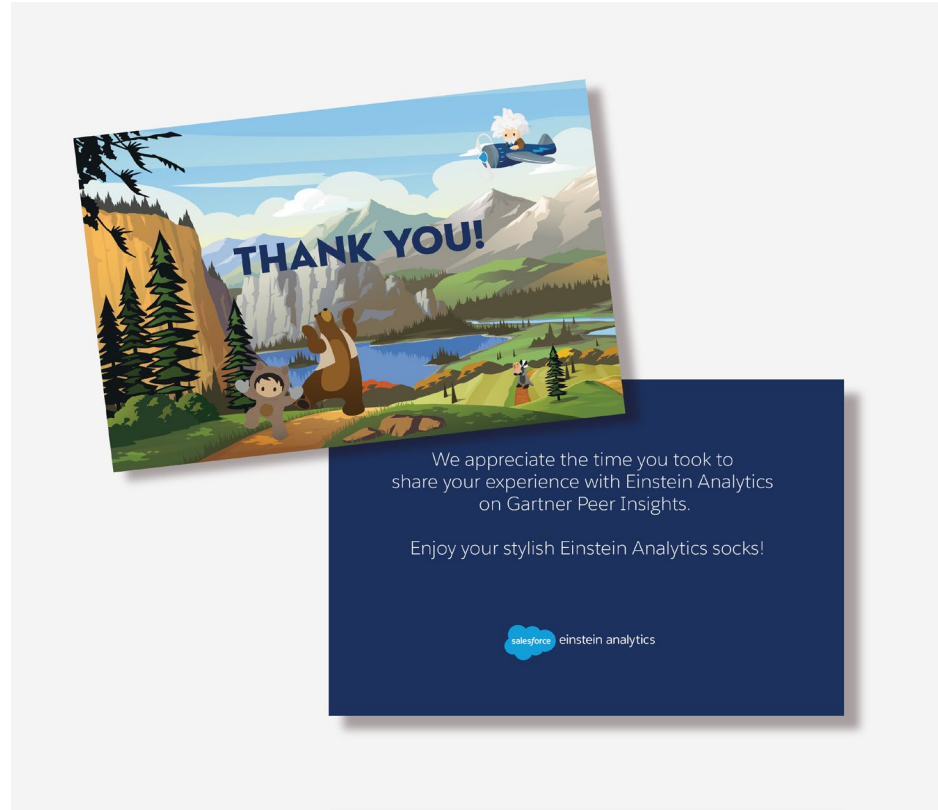
Signage for Salesforce World Tour Paris 2018



Salesforce Einstein Analytics (Exhibitional Signage)




Salesforce Einstein Analytics (Exhibition Print Materials)



Salesforce Einstein Analytics (Digital Marketing Ads)

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einstein analytics

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Einstein Analytics for Healthcare

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Utilize Einstein Analytics to retain and grow your books.

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salesforce einstein analytics

Salesforce Success Cloud Digital Whitepaper

Success Cloud

BLAZING A TRAIL TO DIGITAL TRANSFORMATION

5 Trends Progressive Organizations Follow to Effect Change

INTRO

THE DIGITAL TIDE IS TURNING FOR GLOBAL BUSINESSES.

Technology is constantly evolving and changing the world around us. It's also changing each of us as individuals and forcing businesses to evolve too.

The good news is that companies and their leadership are ready for change. Citing the power of expectations, some digital transformation is expected in the next 18 months (McKinsey Global Institute, "The Next Frontier: Digital Transformation in the Global Economy," 2017). McKinsey Global Institute also reports that more than 60% of global 2000 companies have implemented digital transformation (Gartner).

But that success is relative for every organization.

Some go all in. They set out to completely overhaul their operations, shifting their business strategy to focus on a digital model and new generation of products.

More often, though, companies take a smaller, but equally impactful, step, focusing first on a line of business that's ripe for digitalization and then building an entirely new line of operations from different generations of digital products to the next, disrupting and displacing products.

Sometimes these jumps are the right next step in an organization's strategic vision. Other times, they give off the impression to ship products before a credible change, and keep up with — more likely — jump ahead of the competition.

—
The Founders, McKinsey

INTRO

FAILURE TO LAUNCH: WHEN CHANGE RUNS INTO CHALLENGE

But just because a company is ready for a digital transformation doesn't mean it's equipped to make it happen efficiently. Changing the status quo is the hardest part of the challenge.

Case in point: In its research that 60% of digital transformations fail, other factors include how to manage a backlog in the effort or how to manage the digital learning curve.

As Salesforce, we've witnessed many digital transformation journeys, and we see two common reasons that organizations fail to reach their goals:

1. Companies set unrealistic goals without focusing on the strategy behind why they're doing it.
2. Companies fail to engage the right employees, partners and leaders. Without the right change transformation team.

But we've also seen many of our customers overcome these challenges to experience unparalleled success. Here are the results of their journeys and the key trends that we see progressive companies implement to make their trail to success.

—
Teggin et al.

TREND #1

TO ACCOMMODATE THIS NEED TO MOVE FAST, COMPANIES ARE INVESTING IN CREATING A NEW TEAM MODEL, MORE COLLABORATIVE AND INTERDISCIPLINARY, AND SUPPORTING OPERATIONAL EXCELLENCE, AND SUPPORT INTO THE BUILT-TO-BE (DEVOPS). THE ALLOW COMPANIES TO SUPPORT BUSINESS OPERATIONS, AND SUPPORT INTO THE BUILT-TO-BE (DEVOPS). THE ALLOW COMPANIES TO SUPPORT BUSINESS OPERATIONS, AND SUPPORT INTO THE BUILT-TO-BE (DEVOPS).

From our experience, companies that are successful with agile first find the following components:

- Define: This component defines the roles and responsibilities of the team members.
- Measure: This component defines the metrics and KPIs that the team will use to track their progress.
- Monitor: This component defines the tools and processes that the team will use to track their progress.
- Manage: This component defines the communication and collaboration that the team will use to track their progress.

TREND #2

When an organization's principles are clear and focused on the customer, the organization will prosper. So you use those to shape the journey toward digital transformation.

Value-driven principles are traditional, prohibitive mindsets and models for how to succeed in business. They are often based on the idea of a "win-win" outcome, where both sides benefit. They are often based on the idea of a "win-win" outcome, where both sides benefit.

Value-driven principles are clear and focused on the customer. They are often based on the idea of a "win-win" outcome, where both sides benefit. They are often based on the idea of a "win-win" outcome, where both sides benefit.

Value-driven principles are clear and focused on the customer. They are often based on the idea of a "win-win" outcome, where both sides benefit. They are often based on the idea of a "win-win" outcome, where both sides benefit.

TREND #3

TRANSITIONING TO VALUE-DRIVEN PRINCIPLES

FROM	TO
Cool technology	Business value-driven
How we have always done it	Challenge status quo
One process for delivery	Multi-speed IT
Custom code	Configuration first
Release complete applications	Go fast and iterate
Desktop first	Mobile-first, where appropriate
Variations of the same app	Keep it simple and reuse
Stakeholder oversight	Player/coach, not spectator
Escalation management	Transparent culture
Squeaky wheel	Data Drives Decisions

Value-driven principles shift traditional, prohibitive mindsets and models to more teams toward thinking about customers, quality, and innovation.

TREND #5

BALANCING GOVERNANCE WITH RISK-TAKING

CONCLUSION

THE MOST IMPORTANT TREND: TAKING THE FIRST STEP.

These trends are helping organizations take on digital transformation and succeed, and embrace it in every aspect of the business and the company culture.

The companies that have had the most success have been those that have taken the first step. They have been those that have taken the first step. They have been those that have taken the first step.

It's not easy to get there. The change required to adopt these trends requires hard decisions, trade-offs, and a lot of work. But the companies that have taken the first step are the ones that are most likely to succeed.

ABOUT THE AUTHORS

MATT EVANS
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Matt Evans is an award-winning Salesforce customer advocate with a broad technology perspective and a passion for helping organizations to find new ways of working to achieve value faster. In his role as a member of the Innovation and Transformation Group, he focuses on helping organizations to find new ways of working to achieve value faster.

AL DIA
PRODUCT MARKETING MANAGER, SALESFORCE

Al Dia is a Product Marketing Manager for the Success Cloud at Salesforce, where he focuses on helping business customers design and deliver their business operations. Throughout the career, he has worked at the intersection of business, technology, and marketing to help companies and people manage organizational change and transformation.

As he researched, published, and presented on the topics of digital transformation, change and innovation, Al Dia has been recognized as a thought leader in the industry. He has been named a Top 100 Digital Transformation Leader by the Harvard Business Review, and a Top 100 Digital Transformation Leader by the Harvard Business Review.

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