

## **Tyler Smith**

Graphic Designer

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### **Wieden + Kennedy** | New York City, NY

Graphic Designer

2022 – Present

- Google, Bloomberg, McDonalds, Coffee Mate, Hennessey, FanDuel, Brooklyn Nets, Heinz
- Developed impactful brand visuals and design assets across multiple campaigns, enhancing client visibility and engagement
- Collaborated closely with cross-functional teams, including art directors, strategists, and copywriters, to execute cohesive, brand-aligned projects
- Led graphic design initiatives for key accounts, bringing a high level of creativity and attention to detail to each project phase
- Produced visually engaging layouts, grids, and typographic solutions to elevate campaign narratives and connect with target audiences
- Contributed to presentations and pitches, showcasing concepts to senior stakeholders and refining ideas based on team and client insights

### **WalkWest** | Raleigh, NC

Graphic Designer

2021 – 2022

- Deutsch Family Wine Corporate, Josh Cellars, The Calling, LCI Inclusion, UNC Rams Club, Advantage Sports & Fitness, WalkWest Social

### **Wieden + Kennedy** | New York City, NY

Account

2019 – 2021

- Ford Motor Company
- Developed clear schedules for brand deliverables, ensuring appropriate resources while managing budgets, timelines, and scope
- Facilitated project brief kick-off meetings and daily internal/external status meetings
- Lead client/media partner execution for Digital/Social, Radio, and OOH creative
- Managed day-to-day client relations

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Other Means + Fraser Muggeridge, Typography Summer School 2024

North Carolina State University, Raleigh, NC - *MS Graphic Design*

North Carolina State University, Raleigh, NC - *Bachelors Business Administration*, 2019

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