

Tyler Hollum

Multimedia Graphic Designer

Portfolio - www.hollum.work

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Los Angeles, CA

Summary

- Passionate creative with experience in graphic design, videography, UX/UI, product packaging, and branding.
- Skilled in visual storytelling, creative direction, and delivering impactful results-based designs for merchandise, digital, and print media.
- Known for collaborating with high-profile clients and adapting to diverse creative challenges with innovative solutions.

Work Experience

- **Looptify** | Graphic Designer

2021 – 2024

- Conceptualized and designed celebrity merchandise and promotional materials.
- Created engaging social media assets, digital ads, print materials and more.
- Provided photo and video content as needed.
- Collaborated with high-profile clients including Dave Chappelle, Manny Pacquiao, Terrell Owens, NASCAR, and the Arizona Coyotes.

- **Freelance** | Multimedia / Design

2018 – Present

- Worked with various clients one to one on a wide variety of projects including packaging design, clothing, album art, and photo / video work.

Education

- **Cal State LA** - Bachelor of Arts degree in Graphic Design / Visual Communication

2023

- 3.8 GPA
- Graduated with Honors

Skills

- | | |
|------------------|-------------------------|
| • Graphic Design | • Photography |
| • Branding | • Videography |
| • Typography | • Video & Photo Editing |

Program Expertise

- | | |
|-------------------|--------------------|
| • Adobe Suite | • Canva |
| • Davinci Resolve | • Figma |
| • MS Office | • Cargo Collective |