

Tynan Collins

Resumé

Contact

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EDUCATION

California State University, Sacramento
B.S. Graphic Design, 2018

MJC
A.A. Studio Art, 2016

CORE COMPETENCIES

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premiere
Blender
Cavalry
Figma / Figjam
Google Suite
Glyphs 3
Animation / Motion
Art Direction
Design Research
Editorial
Human-Centered Design
Brand / Identity
Illustration
UX/UI

AWARDS/OTHER

GRIDS; Graphic Design Club, CSU, Sacramento
1st place; ACUI International "Steal This Idea"
2022 RVCA Gallery, Group Show
2022, Artists to Watch; Everpress
Letterform Archive; Intro to Type Design
Letterform Archive; Thinking with Your Hands

I'M A SYSTEMS-BASED THINKER, GRAPHIC DESIGNER, AND ART DIRECTOR WITH 10 YEARS OF EXPERIENCE. I SPECIALIZE IN IDENTITY SYSTEMS, MOTION DESIGN, ILLUSTRATION, PACKAGING, PRINT, AND HUMAN-CENTERED DESIGN.

GUIDED BY CRAFT AND A REVERENCE FOR NATURE, MY WORK BLENDS CULTURAL CURIOSITY WITH INTENTIONAL, TACTILE DESIGN. BY PRIORITIZING PROCESS, I NAVIGATE ACROSS DIVERSE CONTEXTS AND MEDIUMS TO FIND THOUGHTFUL, EFFECTIVE SOLUTIONS TO ANY DESIGN CHALLENGE.

Title

Experience

BRAND DESIGNER

Freelance / 2024-2025

I have led a full in-house rebrand and oversaw the design implementation of a new website, brand identity, and ongoing social media development—including motion, video, graphics, merchandise, and strategy for various companies.

ART DIRECTOR

Direct Message / 2023-2024

At Direct Message, I directed projects, developed and implemented high-level processes, and introduced strategic and educational initiatives to enhance team performance. Art Direction, team leadership, and organizational design. Co-led the expansion of the design department.

SENIOR DESIGNER

IDEO / 2019-2023

At IDEO I led diverse projects, ranging from full branding projects to the development of digital and physical products. Employing Human-centered design, rapid prototyping, systems design, design research, product development, UX/UI, strategy, and organizational design.

BRAND DESIGNER

Mast Coffee Company / 2018-2019

While at Mast, I led Art direction and identity design, including packaging and branding. This included specifically a modular packaging and a secondary brand for their instant coffee offering.

DESIGNER

The Lab / 2017-2018 / Designer

An experimental graphic design and production studio. The lab specializes in print media, web design, animation, and photography. At The Lab, I was responsible for the conception and design of full promotional campaigns.

