

# Hello, I'm Tyler Schultz

I'm a designer, photographer, and creative problem-solver with experience in advertising, branding, and publications. I'm highly adaptable and firmly grounded, finding inspiration in the world around me.

## Experience

*Tribu Creative — June 2023 to Current*

### Senior Graphic Designer

- Concept innovative advertising strategies and consistently deliver exceptional work within specified timelines
- Oversee all design timelines, from conceptualization to completion to ensure deadlines are met while maintaining quality work
- Design captivating visuals for diverse projects, ranging from web graphics to branding, ensuring brand consistency across all materials
- Spearhead the development and implementation of organizational processes to address challenges and maintain a productive workflow
- Manage multiple projects concurrently, prioritizing tasks efficiently to meet deadlines and exceed client expectations

*The Bend Magazine — August 2021 to June 2023*

### Digital Media Coordinator

- Developed original written and design content for cross-platform publication use
- Created feature and departmental designs, illustrations, and photography for publication use
- Developed and executed processes for publishing print design and written content into digital platforms
- Planned and executed digital communication strategies informed by analytics, research, and performance metrics
- Ensured consistency of branding and messaging across print and digital platforms

*New Life — October 2018 to March 2020*

### Graphic Designer

- Worked closely with the Art Director to conceptualize and execute creative design projects for promotional efforts
- Oversaw the production of graphic design elements, ensuring alignment with brand guidelines and project objectives
- Coordinated with cross-functional teams, including marketing, content, and production, to ensure cohesive and timely project delivery
- Ensured all design work met technical specifications and quality standards, coordinating with printers and other vendors to guarantee the final product's accuracy and excellence
- Developed and maintained brand style guides and design systems to ensure consistency across all visual assets

## Contact

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## Education

**Texas A&M University-Corpus Christi**  
*B.A. Graphic Design, Marketing Minor*  
Class of 2023

**Texas State University**  
*M.F.A. Communication Design*  
Currently Enrolled

## Awards

**2022 Best of Show American Advertising Awards ADDY®**  
*Danish Design Rebrand*

**2023 ADDY®**  
*Bingo Pro Shop Logo*

**2022 Gold ADDY®**  
*Danish Design Rebrand*

**2022 Silver ADDY®**  
*Sight & Sound Magazine*

**2021 Best of Copywriting ADDY®**  
*Boys Do Cry Awareness Campaign*

**2021 Bronze ADDY®**  
*Boys Do Cry Awareness Campaign*

## Skills

- Research & Analysis
- Creative Concepting
- Critical Thinking
- Layout & Composition
- Project Management
- Self Initiation
- Collaboration
- Problem-Solving

## Tools

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Figma
- Asana

