

Tyler Hollum

Graphic Design / Creative Direction

Portfolio - hollum.work

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Los Angeles, CA

About Me

I am a passionate graphic designer, videographer, and multimedia artist with expertise in product design, packaging, UX/UI, merchandise, and branding. I thrive on learning new creative tools, refining my skills, and exploring innovative design approaches. I love challenges and pushing the boundaries of branding and visual storytelling.

Work Experience

- **Looptify** | Graphic Designer

2021 – 2024

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

- **Best Buy** | Retail / Sales

2015 – 2020

- Led the Connected Home department at Best Buy, overseeing various home device solutions.
- Actively participated as a member of the Mobile Sales team, specializing in smartphone activations.
- Focused on home technology solutions, including Wi-Fi installations, smart home devices, and audio equipment.

Education

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

2023

- 3.8 GPA
- Honors

Skills

- Graphic Design
- Branding
- Typography
- Photography
- Videography
- Editing

Expertise

- Adobe Suite
- Davinci Resolve
- MS Office
- Canva
- UX / UI
- Cargo Collective