

TYLER PARKER

DESIGN: birdandbowtie.com

ILLUSTRATION: theartoftylerparker.com

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Tyler is a designer with over 10 years of experience as an individual contributor, manager and design leader. He has a diverse skill set including graphic design, brand and identity development, marketing design, UI/UX, infographics, presentation design, icon design and production, illustration, sequential art, and print design.

PROFESSIONAL SKILLS

Branding and Identity

Product Design (Web, IOS, Android,
Roku, Apple TV)

Adobe Creative Suite

Figma

Sketch

Keynote/Powerpoint

Prototyping (Flinto/Invision)

WordPress/AEM/Squarespace

Trello/Monday/Jira

Procreate

HTML/CSS

FULL TIME

SENIOR DESIGNER 2021-Present

EXPEDIA GROUP, EXPEDIA FOR BUSINESS,

Recruit and manage a team of junior and mid-level designers, freelancers, and external vendors to deliver creatives that are on brand, on budget and on schedule. Develop and manage overall creative strategy for campaigns as well as implement the visual expression across all assets. Develop visual styles for global campaign strategies and adapt/adjust for regional marketing assets and develop usage guidelines. Oversee brands and maintain design standards within the team and across all assets. Identify and initiate improvements to the design and execution of graphics material that's on-brand while also measuring results to continue improve and optimized creatives. Develop and manage overall creative strategy for campaigns as well as implement the visual expression across all assets.

INTEGRATED DESIGNER 2018-2021

EXPEDIA GROUP, TRAVEL PARTNERS GROUP

Methodically designs and develops integrated campaigns and materials as well as lead designer on branding projects including illustration and iconography. Mobilizes with colleagues and freelancers for project execution. Assembles presentations for stakeholders to influence best practices across the larger organization.

UX DESIGNER 2017-2018

SINCLAIR DIGITAL

Ideated and executed web, mobile app and OTT experience for news and entertainment properties, kids programming and streaming services including creating user flows, wireframes, prototypes, and final graphics. Developed branding for new and rebranded initiatives and products. Spearheaded visual design and processes for experimental labs team.

MARKETING DESIGNER 2014-2017

SINCLAIR DIGITAL

Collaborated with national and regional sales teams to design web advertising campaigns and create pitches and presentations to acquire new clients as well as service existing accounts. Designed corporate collateral including brand guides as well as sales and training materials. Directed exploratory mobile gaming initiative as lead designer.

CONTRACT

VISUAL DESIGNER 2014

FELL SWOOP/FACEBOOK

Design web assets and infographics for Facebook for Business used for recruitment, education, and retention.

ASSET DESIGNER 2013-2014

MICROSOFT

Design and illustrate assets for usage in sample applications to demonstrate Microsoft's windows app creation software Project Siena including fashion, food, travel, and interior design/furniture apps.

INFOGRAPHIC ARTIST 2013

CONTENT26 LLC

Develop infographics illustrating the services offered by Content26, the production process and the advantages of their approach to sales.

PRODUCTION ARTIST 2013

MICROSOFT XBOX

Capture, edit and prepare or create images for use in the Xbox One Help section.

PRODUCT DESIGNER 2013

CHEF'N/STARBUCKS

Design illustrations to be used on regional cups. Create product mockups to demonstrate design application.

ICON DESIGNER 2013

ROOSTER PARK/MICROSOFT

Create new assets, primarily icons, for Microsoft Office. Create and edit comp sheets to reflect new brand standards.

GRAPHIC DESIGNER 2013

TECHSTARS

Work as the in-house designer for 10 startups as part of the Microsoft Accelerator program developing branding, UX/UI design, presentations and infographics.

ILLUSTRATOR/DESIGNER 2011-2013

MEEGENIUS

Illustrate and design children's eBooks for mobile devices/tablets.

ILLUSTRATOR 2007-Present

Work with clients to provide visual imagery for print and digital with a focus on youth market. Clients Include The Washington Post, Giant Robot, Cicada Magazine, Maryland Transit Authority, Boom Studios, Chef'n, Starbucks, American Greetings, Sky Pony Publishing.

EDUCATION

MA SEQUENTIAL DESIGN AND ILLUSTRATION 2009

UNIVERSITY OF BRIGHTON, Brighton UK

BFA Illustration 2007

MARYLAND INSITUTE COLLEGE OF ART, Baltimore MD