

## DESIGN

birdandbowtie.com

## ILLUSTRATION

theartoftylerparker.com

## MOBILE

315-408-9933

## EMAIL

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# TYLER PARKER

Tyler is an designer/illustrator with a diverse skill set including UI/UX design, brand development, marketing design, infographic design, presentation design, icon design and production, narrative illustration, sequential art, and print design.

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## PROFESSIONAL SKILLS

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Product Design (Web/Mobile/OTT)  
Branding  
Adobe Creative Suite

Figma  
Sketch  
Keynote/Powerpoint

Prototyping (Flinto/Invision)  
WordPress/AEM  
HTML/CSS

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## FULL TIME

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INTIGRATED DESIGNER  
EXPEDIA GROUP  
TRAVEL PARTNERS GROUP  
2018-Present

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  
SINCLAIR DIGITAL  
2017-2018

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  
SINCLAIR DIGITAL  
2014-2017

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.

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## CONTRACT

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ILLUSTRATOR  
PBJS/GATES FOUNDATION  
2014

Design and Illustrate vector assets including characters, props and environments for use in animations.

VISUAL DESIGNER  
FELL SWOOP/FACEBOOK  
2014

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

ASSET DESIGNER  
MICROSOFT  
2013-2014

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  
CONTENT26 LLC  
2013

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

PRODUCTION ARTIST  
MICROSOFT XBOX  
2013

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

PRODUCT DESIGNER  
CHEF'N/STARBUCKS  
2013

Design illustrations to be used on regional themed cups. Create product mock ups to demonstrate design application.

ICON DESIGNER  
ROOSTER PARK/MICROSOFT  
2013

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

GRAPHIC DESIGNER  
TECHSTARS  
2013

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  
MEEGENIUS  
2011-2013

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

FREELANCE ILLUSTRATOR  
2007-Present

Work with clients in order 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.

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## EDUCATION

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UNIVERSITY OF BRIGHTON  
2009

MA Sequential Design and Illustration

MARYLAND INSITUTE COLLEGE OF ART  
2007

BFA Illustration