

TYLER BAIRD

Designer and Brand Creative with 13 Years Experience producing innovative digital, print, and multimedia solutions

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EMPLOYMENT HISTORY

Art Director & Production Designer (Contract / Freelance) (2023 - 2024)

Archwood Games

- Developed updated concepts and production designs for the entire rebrand of tabletop game "Pantheon: DemiGods of Olympia"
- Designed original illustrations and graphics, revamping over 60% of visual assets - including Box Art, Cards, Player Boards, Tiles, and more
- Provided substantial brand guidance on the Kickstarter and Social Marketing direction for the upcoming Promotional Campaign

Marketing and Design Director (2023 - 2024)

Synergy Investing

- Led the Marketing and Design team in all editorial, graphic, and creative endeavors - improving ad and social engagement by 62%
- Revamped Brand Standards and Guidelines, drastically improving Brand Visual and Brand Voice consistency for entire company
- Produced and edited all video content - including hundreds of motion graphic assets, footage corrections, audio edits, and more

Lead Visual Designer & Graphic Designer II (2021 - 2023)

OneSolution Team

- Led a design team in the creation of a new digital sales assistance platform (SaleSpark) - which led to vastly improved sales metrics
- Collaborated with Marketing and Editorial team to design graphics and multimedia, boosting consumer engagement by over 35%
- Built Non-Linear Presentations and Pitch Decks utilized by CEO to onboard Shareholders - leading to multiple new partnerships

Lead Graphic Designer (2020 - 2021)

The Dairy Alliance

- Designed original graphics for use in public health campaigns during the pandemic, and utilized them across the entire US East Coast
- Video Editor and Designer on the documentary, *Life of a Modern Dairy Farmer* - which won three Golden Telly Awards and two Silver
- Designed visual content for social media campaigns - leading to consumer reach of 4.5 million in 2020, 600% improved from prior year

Graphic Designer & Graphic Artist (2017 - 2020)

MOSSA

- Worked with a dedicated design team to create hundreds of new visual assets for the launch of quarterly marketing campaigns
- Developed concepts and redesigns of all seasonal program brands, which were modified quarterly for apparel, web, and multimedia
- Collaborated with the Production Team to vastly improve quality and outreach of our campaigns - leading to a 112% increase in sales

Lead Graphic Designer (2012 - 2017)

Instruments Direct Inc

- Redesigned and re-optimized website branding and SEO, increasing weekly views significantly and lowering bounce rate by 23%
- Revamped company logo, brand guidelines, and more - boosting brand image and bringing the brand design into the modern age
- Produced and executed the creation of high quality digital content and assets, skyrocketing the company brand visibility by over 304%

EDUCATION

Bachelor of Fine Arts - Illustration and Graphic Design

Savannah College of Art and Design

SKILLS

Graphic Design | Visual Design | Digital Illustration | Art Direction | Multimedia Design | Video Production | Video Editing | 3D Design
Motion Graphics | Brand Design | Package Design | Product Design | Print Media | B2B & B2C | SEO & SEM | Advertising & Marketing

Adobe Creative Suite | Photoshop | Illustrator | Indesign | Acrobat DC | Premiere Pro | Firefly | After Effects | Audition | Clip Studio Pro
Blockbench | Google SketchUp | GigaPixel Ai | Topaz Ai | Leonardo Ai | NeverBounce | Constant Contact | SemRush | Hoot Suite | Repbox