

TYLER BAIRD

Senior Graphic Designer & Illustrator | Brand & Campaign Design | Illustration, Copywriting & Storytelling

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EMPLOYMENT HISTORY

Graphic Designer and Communications Specialist (Current) (2024 - Current)

Acrisure LLC. (Formerly VCG Consultants)

- Led end-to-end design and communications for healthcare and benefits programs across digital, print, and video channels
- Developed and maintained brand standards and identity in collaboration with internal teams and Fortune 500 clients
- Translated complex benefits information into engaging visual content, improving employee engagement and usability
- Delivered strategic branding initiatives that supported client acquisition and retention, contributing to \$3M+ in revenue

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

Archwood Games

- Directed visual rebrand of tabletop game *Pantheum: DemiGods of Olympia*, defining core art direction and production
- Created original illustrations and redesigned 60%+ of visual assets, including box art, cards, and gameplay components
- Supported campaign marketing and brand strategy, contributing to over \$285K in successful Kickstarter funding

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

OneSolution Team

- Led design for *SaleSpark*, a digital sales platform, improving user experience and boosting sales performance
- Developed executive presentations and pitch systems to support stakeholder onboarding and business partnerships
- Created brand guidelines and marketing assets for hundreds of manufacturers and distributors

Lead Graphic Designer (2020 - 2021)

The Dairy Alliance

- Designed campaign visuals for U.S. East Coast public health initiatives during COVID, driving broad outreach
- Edited and designed the award-winning video documentary *Life of a Modern Dairy Farmer* (3 Gold, 2 Silver Telly Awards)
- Produced social media campaign assets reaching 4.5M users, increasing engagement by 600%

SKILLS

Design and Creative

Graphic Design | Visual Design | Digital Illustration | Art Direction | Creative Direction | Design Systems | Brand & Identity Design | Campaign Design | Print & Digital Media | Typography | Layout Design | Storyboarding | Visual Storytelling | Motion & Animation | Multimedia Design | Video Editing & Production | Game Design | Packaging & Product Design

Brand, Strategy & Communication

Creative Strategy | Campaign Strategy | Brand Management | Brand Standards & Voice | Storytelling & Copywriting | Executive Presentation Design | Cross-Functional Collaboration | Client Management | User-Centered Design | Creative Problem Solving

Digital & Web Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat DC, Premiere Pro, After Effects, Audition, Firefly) | Clip Studio Pro | Blockbench | GigaPixel AI | Topaz AI | Leonardo AI | AI Integration | Wix | Squarespace | SemRush | Hootsuite | Microsoft Office Suite (PowerPoint, Excel, Word, Outlook) | Google Slides | Monday.com | Trello | SharePoint

EDUCATION

Bachelor of Fine Arts - Illustration and Graphic Design

Savannah College of Art and Design