

See my work

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TYLER KING

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Get in touch

EMPLOYMENT

February 2015 - Present

Freelance

Art Director -freelance

- Roles with agencies such as - Cheil Canada, Propeller Digital Inc.
- Clients - Samsung, Kruger, Scotties, Cashmere
- App design for Impulsivity (impulsivity.ca)
- Illustration for childrens book - in progress

September 2014 - January 2015

Momentum Digital Solutions

Momentum is a boutique digital shop which is a subsidiary of the OnX Enterprise

Art Director

- Played a key role in the design department delivering creative solutions including wire frames, webpages, storyboards, mockups and proof of concepts for presentation to the client



August 2013 - August 2014

Publicis

A full service global advertising agency headquartered in Paris

Art Director

- Developed creative solutions from concept to execution
- Collaborated with creative, account and management teams to establish campaign integration
- Managed, mentored and inspired interns and junior creative teams



May 2012 - January 2013

TPM Communications

A digital agency that is a division of Saatchi & Saatchi

Senior Designer

- Played a key role in the design department delivering creative solutions including wire frames, webpages, storyboards, mockups and proof of concepts for presentation to the client



November 2011 - December 2011

Critical Mass

Critical Mass is an Omnicom marketing interactive agency

Designer (contract)

- A contributing team member who turned strategic concepts into efficient designs and oversaw projects from kick-off to launch

March 2011 - October 2011

Young & Rubicam

Critical Mass is an Omnicom digital marketing interactive agency

Senior Designer

- Worked closely with writers and Art Directors to develop rich media advertisements and launch sites for clients such as:



March 2006 - March 2011

Organic Inc.

Organic is an interactive agency headquartered in San Francisco (Toronto office closed in 2011)

Designer

· Creative lead on many campaigns for microsites, online advertisements, mobile and digital kiosks for clients such as:



EDUCATION

2003-2004

Sheridan College Institute

Internationally known institute for arts and design

2000-2003

Sheridan College Institute

Internationally known institute for arts and design

Post-Diploma, New Media Design

Emphasis on web marketing, content design, web software and design methodology

Diploma, Illustration

Book and editorial illustration, painting, life drawing, graphic design, computer graphics, and marketing

SKILLS

SOFTWARE

Skilled in all web/graphic design programs:

Photoshop, Illustrator, Flash, InDesign, After Effects, Premiere, and essentials like Microsoft Office. Proficient with tablet work

SPECIALTIES

Digital art direction, creative team leadership, UX design, multichannel branding and style guides, cross-disciplinary collaboration for major campaigns, expert photoshop + illustrator skills, type and environmental detail, understanding of current web trends and styles, and strong creative ideation.

GOALS

My ambitions!

- Be the creative director of my own design Firm.
- Win a design award (Webby, FWA, Cannes Lions, etc.).
- Complete a marathon (barefoot, of course).
- Have a career that I enjoy!

References available!