

# TYLER KING

MOBILE

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EMAIL

tylersmyler@gmail.com

Strongly versed in branding, digital advertising, responsive design, UX Design, mobile app design, storyboarding, ideating in team environments and designing with all social media platforms, as well as the special abilities that develop over many years as a formally trained artist.

## EXPERIENCE

ART DIRECTOR / DESIGNER

**Freelance / Contracts**

September 2018 - Present

Providing design and consulting services to deliver effective and energetic presentation decks, infographics, print designs and webpage layouts.

KPMG | Accenture: Manulife | RBC | OLIVER AGENCY | WitMart Inc.

ART DIRECTOR

**Detour UX**

June 2018 - September 2018

Played a key role and was the main creative in providing designs for web/internal apps and websites using Sketch.

Aucti | Netramark

SENIOR CREATIVE

**Deloitte Digital**

July 2015 - March 2018

Senior team member responsible for producing web/print/video and app design; coordinated with consultants on concept pitches and developed client facing presentations.

SickKids | CIBC | Metrolinx | Irving Oil | LCBO | CoastCapital | Barrack | BioGuard

SENIOR DESIGNER

**Freelance/Contracts**

February 2015

Provided design and consulting services to a variety of clients.

Blast Radius: CIBC | AKQA: Microsoft | Cheil: Samsung | Propeller: Kruger

ART DIRECTOR

**Momentum Digital Solutions**

September 2014 - January 2015

Responsible for enhancing and rebranding all digital elements for major automotive sites in agile and responsive environments in coordination with content managers.

Dodge | Jeep | Chrysler | Fiat

ART DIRECTOR

**Publicis**

August 2013 - August 2014

Developed creative solutions for international brands such as Paypal, LG, The Home Depot, Nestle, Canada Post. Collaborated with management teams to establish campaign integration. Managed, mentored and inspired interns and junior creative teams.

LG | The Home Depot | Nestle | PayPal | CanadaPost | Red Lobster



SENIOR DESIGNER  
**TPM Communications**  
*(Now a division of Saatchi & Saatchi)*  
May 2012 - January 2013

Delivered creative agile solutions including wire frames, webpages, storyboards, mockups and proof of concepts for client presentations.  
Lexus | Toyota

DESIGNER  
**Critical Mass**  
May 2013 - June 2013

Collaborated with Copywriters and Art Directors to create design solutions including, webpages, banners, mockups and proof of concepts for senior design lead.  
CitiGroup | AT&T

SENIOR DESIGNER  
**Koda Media Group**  
April 2012 - June 2012

Worked onsite at Bank of Montreal to deliver dynamic looking insurance microsites, emailers and banners and other graphic design needs, on brand.  
Bank of Montreal

SENIOR DESIGNER  
**Young & Rubicam**  
March 2011 - October 2011

Worked closely with Copywriters and Art Directors to develop rich media advertisements and launch sites for clients such as Ford, Hershey's, Bacardi, Ontario Government.  
Ford | Hershey's | Bacardi | Ontario

DESIGNER  
**Organic Inc.**  
March 2006 - October 2011

Creative lead on many campaigns for microsites, online advertisements, mobile and digital kiosks for clients such as: Bank of America, Nike, Chrysler, Sprint, Chevron.  
Bank of America | Nike | Chrysler | Sprint | Chevron

## EDUCATION

SHERIDAN COLLEGE  
**Post-Diploma, Web Design**  
2003 - 2004

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

SHERIDAN COLLEGE  
**Diploma, Illustration**  
2000 - 2003

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

## SPECIALTIES

- DIGITAL & PRINT DESIGN
- CONCEPT DEVELOPMENT
- ILLUSTRATION
- TEAM IDEATION

## PROFESSIONAL SKILLS

PHOTOSHOP	● ● ● ● ●	ACROBAT	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●	MS OFFICE	● ● ● ● ●
INDESIGN	● ● ● ● ●	INVISION	● ● ● ● ●
PREMIERE	● ● ● ● ●	SKETCH	● ● ● ● ●

