Tyler K. Shaw

Contact & Portfolio

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Portfolio: shawcreates.com

Professional Summary

I am a graphic designer with over five years of experience creating and developing powerful, thought-provoking work across a diverse range of applications. While maintaining versatility in the types of projects I work on, I specifically decided to hone my skills in marketing-focused design through my education in advertising. I am distinguished in my ability to craft brand identities, communicate ideas visually, and cultivate connections between clients and their desired audiences.

Skills

- Adobe Creative Suite
- Branding
- UX/UI Design
- Print Production
- Photography/Videography
- Time Management

Education

Western Kentucky University
Class of 2020
Bachelor of Arts
Advertising | Graphic Design
Certified in UX Proficiency

Experience

Graphic Designer
Neat Companies
Dunnville, Kentucky
August 2022 - Present

- Utilize Adobe Illustrator and Photoshop to create striking promotional material
- Play a lead role in our co-op advertising program by acting as the contact for our vendors and forming their visions
- Work both solo and collaboratively on various projects simultaneously, always prioritizing objectives and deadlines

Graphic Designer
Innovative Business Concepts
Russell Springs, Kentucky
July 2020 - August 2022

- Regularly communicated with several clients simultaneously on projects of widley varying natures and complexity
- Applied integral knowledge of the relationship between graphic design and the print production process
- Managed deadlines amid a consistently rapid flow of incoming projects

Graphic Design Summer Intern
ImageWest
Bowling Green, Kentucky
May 2019 - August 2019

- Gained firsthand knowledge on the process of working a client campaign
- Collaborated with team members of varying roles and skillsets toward the common goal of client satisfaction
- Utlilized Adobe InDesign to build a promotional catalog for the client