



Tyler\_robinson47@yahoo.com  
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## SKILLS

Art Direction  
Branding  
Brand Strategy  
Conceptual Problem-Solving  
Design Research  
Entrepreneurial Design  
Human Center-Design  
Leadership  
Marketing  
UX  
Videography

## SOFTWARE

Adobe After Effects  
Adobe InDesign  
Adobe Illustrator  
Adobe Lightroom  
Adobe Photoshop  
Adobe Premier Pro  
Adobe XD  
Figma  
Miro/Mural  
Microsoft Office  
Wrike

## EDUCATION

**Texas State University, '22**  
BFA Communication Design

## EXPERIENCE

**Texas State Residential Housing**  
**Visual Designer | 2021–2022**

*Art Direction*

I was responsible for creating visual communication for different events, campaigns, product designs and brand voice through art direction.

**NBC Universal | March '22 - May '22**

*Design Research/ Human Center-Design*

Heavy research through interviews, literature reviews, and surveys totaling up to 90 plus participants. Presented dynamic solutions to retain minority talent.

**Texas State University Freshman Move-In**  
**Campaign | August '21, August '22**

*Brand Strategy*

Created marketing products, digital wayfinding maps, and branded onboarding document.

**Bobcat Clubhouse | September '22**

*UX / UI / Human Center-Design / Entrepreneurial Design / Design Research*

Research through primary research, literature reviews, and surveys. Creating a prototype by adding an option to a preexisting app for better peer to peer engagement for student life.

**GALORE | October '22**

*Brand Development / Entrepreneurial Project*  
CEO

## INVOLVMENT

**National Society of Leadership and Success | '19-'22**

**Vision In Progress Organizational President | '20-'22**

**R.O.C.K. Social Media Manager | '19-Present**

**R.O.C.K. Visual Design Coordinator | '19-Present**