TYLER SAXON

Brand and Creative Design Professional

CORE EXPERIENCE

Art Direction & Graphic Design

Brand Identity Development

Creative Concept Development

Campaigns & Advertising

Print & Digital Design

Event & Environmental Branding

Packaging & Merchandising

Copywriting & Visual Storytelling

Creative Leadership & Mentorship

SOFTWARE

Adobe InDesign	● ● ● ● ●
Adobe Illustrator	● ● ● ● ○
Adobe Photoshop	● ● ● ● ○
Adobe After Effects	● ○ ○ ○ ○
Microsoft PowerPoint	● ● ● ○ ○
Microsoft Outlook	● ● ● ● ●
Microsoft Word	● ● ● ○ ○

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PROFESSIONAL SUMMARY

Senior creative professional with nearly 20 years of experience in graphic design, art direction, brand identity development, and integrated marketing. Builds cohesive visual identities from the ground up and translates ideas into compelling print, digital, retail, and experiential creative. Combines hands-on design expertise with strategic thinking, cross-functional collaboration, and creative leadership.

PROFESSIONAL EXPERIENCE

BRAND MANAGER & STRATEGIST

Earthtones Companies / Midlothian, TX / Sept 2023 – Oct 2026

- Transformed an inconsistent and undefined brand presence into a cohesive visual identity, establishing brand standards, typography, color palettes, graphic styles, and creative direction across the company's business divisions and marketing channels.
- Served as the company's primary hands-on designer, personally conceptualizing, art directing, writing copy, and producing approximately 95–100% of marketing materials across print, digital, advertising, social media, signage, branded merchandise, and environmental graphics.
- Expanded responsibilities from creative execution into marketing strategy, independently developing campaigns, identifying promotional opportunities, establishing content calendars, and directing social media initiatives aligned with business objectives.
- Collaborated with executive leadership, business development, and operations teams to translate organizational priorities into compelling marketing campaigns, sales presentations, proposals, project portfolios, and promotional materials.
- Managed and directed creative personnel, including a Branding & Events Coordinator and subsequently a videographer, overseeing creative priorities, photography, video production, social media publishing, and brand consistency.
- Conceptualized and developed comprehensive branding and creative experiences for signature company events, including an annual golf tournament and inaugural employee Safety Rodeo, creating original event identities, logos, signage, digital assets, and supporting materials while contributing to event planning and execution.
- Served as a creative resource for an affiliated portfolio of businesses and independent clients, developing brand identities, logos, album artwork, marketing collateral, and promotional materials across hospitality, construction, entertainment, and lifestyle industries.

SENIOR GRAPHIC DESIGNER

GeneIQ / Dallas, TX / July 2021 – May 2023

- Built and established the company's visual brand identity from the ground up, expanding an existing logo into a comprehensive design system encompassing typography, color palettes, brand standards, packaging, and marketing communications.
- Led conceptual development, art direction, design, and production of creative assets across print, digital, advertising, product launches, packaging, presentations, and promotional campaigns.
- Collaborated directly with the VP of Marketing and senior leadership to translate marketing strategies and business objectives into compelling creative concepts and cohesive brand communications.
- Conceptualized and designed product packaging, digital mockups, and 3D prototypes to support product development, presentations, and new business initiatives.
- Developed creative materials and branded experiences for trade shows, special events, and promotional activations, including the company's participation in 106.1 KISS FM's annual Jingle Ball.
- Managed creative projects from concept through final production, coordinating with vendors and external partners to maintain brand consistency, quality, budgets, and deadlines.

PROFESSIONAL EXPERIENCE CONTINUED

SENIOR ART DIRECTOR

Bob Lilly Promotions / Garland, TX / Oct 2018 – June 2020

- Conceptualized, art directed, and executed creative solutions for a diverse portfolio of clients across multiple industries, including brand identities, promotional campaigns, packaging, apparel, advertising, print collateral, and digital media.
- Independently managed creative projects from initial discovery and concept development through client presentations, design execution, and final production.
- Collaborated directly with clients, account teams, and internal stakeholders to understand business objectives, develop creative strategies, establish project requirements, and deliver customized design solutions.
- Developed compelling sales presentations, product mockups, and creative concepts to support new business pitches and client acquisition efforts.
- Presented and communicated creative concepts to clients and internal teams, providing strategic recommendations and ensuring alignment with brand objectives, project timelines, and budgets.

SENIOR GRAPHIC DESIGNER

Dickey's Barbecue Pit, Inc. / Dallas, TX / Nov 2010 – Nov 2017

- Conceptualized, art directed, and executed national marketing campaigns, developing cohesive creative across print, digital, retail, packaging, advertising, merchandising, and promotional channels.
- Developed national campaign concepts, visual assets, and advertising copy aligned with brand strategy and business objectives, while supporting customized marketing needs across a network of more than 500 franchise locations.
- Provided creative direction for product and lifestyle photography, collaborating with internal teams and external partners to maintain consistent visual storytelling and brand presentation.
- Designed and developed in-store graphics, menus, packaging, merchandise, apparel, vehicle wraps, and promotional materials that enhanced the customer experience across retail environments.
- Served as a senior creative resource, providing art direction, mentorship, and occasional supervisory support to fellow designers while helping maintain creative quality, brand consistency, and production efficiency.
- Collaborated with cross-functional departments, vendors, and external creative partners to execute marketing initiatives, develop new concepts, and maintain brand standards across multiple customer touchpoints.

GRAPHIC DESIGNER - VISUAL MERCHANDISING

Zale Corporation / Irving, TX / May 2008 – Feb 2010

- Designed and produced seasonal visual merchandising, retail signage, window graphics, and promotional materials across multiple jewelry brands, including Zales, Zales Outlet, Gordon's, Peoples, and Mappins Jewelers.
- Adapted established marketing campaigns into cohesive in-store visual experiences, ensuring brand consistency across retail environments and promotional displays.
- Developed custom graphics and visual presentations for high-profile retail locations, including stores in New York, Las Vegas, and Texas.
- Designed digital signage and visual assets for the Zales concept store at NorthPark Center in Dallas, collaborating on retail presentations, product photography, and merchandising materials.

GRAPHIC DESIGN INTERN - LUXURY BRANDS

Fossil / Richardson, TX / Aug 2007 – Mar 2008

- Supported print and digital creative initiatives for luxury watch brands, including Michele, Diesel, Zodiac, and Armani, producing marketing collateral, website graphics, email campaigns, and promotional assets.
- Maintained and updated brand websites while developing digital content and creative materials for product launches, retail partners, and marketing initiatives.
- Designed a press kit for Michele watches distributed at Basel 2008, along with additional branded materials supporting sales and promotional efforts.

EDUCATION

Bachelor of Fine Arts, Graphic Design | Baylor University | 2003 – 2007

Associate of Arts, Art | Brookhaven Community College | 2001 – 2003