



TYLER PATE

Art Director / Designer / Illustrator



CONTACT

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SPEAKING ENGAGEMENTS

Adobe Live

Aug. 2023 | Webinar

Adobe Daily Challenge

July. 2023 | Webinar

OFFSET - Adobe Live

May. 2023 | Interview

EXPERTISE

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE PREMIERE

ADOBE AFTER EFFECTS

FIGMA

KEYNOTE

PRINT-MAKING

PHOTOGRAPHY

VIDEOGRAPHY

REFERENCES

Jai Jones

Creative Director at Twelve South
843.209.4093 | jaijones@icloud.com

Jake Richard

Director, Strategy & Analytics at Eyeful
563.581.8388 | jacobmrichard@gmail.com

Dave Olson

Senior Developer at One Design Company
248.860.4896 | david.g.olson.91@gmail.com

WORK COMPLETED FOR

Adobe

Dell Computers

Wacom

Nickelodeon

POSCA

The Black Keys

Twelve South, LLC

Vita Coco

Amazon

Microsoft

Krispy Kreme Doughnuts

Sticker App

Playboy

Shutterstock

Intel

EDUCATION

B.A. , Visual Arts

Francis Marion University - Florence, SC
May, 2014 | Minor in Art History

OVERVIEW

Designer and illustrator specializing in brand development, web / UI design, print design, product development / conceptualizing, social media campaigns, and design consulting. Passionate about the creative process and providing visceral and unique solutions to help inspire and influence people and companies to breakthrough the task at hand.

EXPERIENCE

Art Director

July 2022 - PRESENT

Nickelodeon - Los Angeles, CA

- Manage and develop consumer product style guides and product applications for TV, movie, and special releases involving Nickelodeon properties.
- Work closely with showrunners, toy designers, and manufacturers to launch global retail campaigns for TV and movies.
- Outsource/manage design agencies and freelance artists to create style guides, illustrations, branding, product development, and supporting design assets for global consumer product applications.

Freelance Designer and Illustrator

DEC 2013 - PRESENT

Tyler Pate Design Co. - Los Angeles, CA

- Develop and manage a wide variety of creative assets for social media and digital campaigns for clients such as Adobe, Wacom, Dell, and Billie Eilish.
- Collaborate and communicate with clients to produce an array of illustrations, banner ads, print materials, and branding needs.
- Lead and execute projects from conceptualizing to final deliverables while working with clients to creatively solve each task.

Graphic Designer and Illustrator

FEB 2020 - PRESENT

Robert Half - Charlotte, NC

- Conceptualize and execute creative solutions for small and large companies.
- Produced creative for animated videos, storyboards, UI interfaces, Illustrations, print materials, logo creation, and brand guidelines.
- Work with clients to develop creative assets under quick turnarounds.

Graphic Designer

NOV 2020 - MAR 2021

Vita Coco - New York, New York

- Developed and managed creative projects with quick turn arounds for promotional material, product dielines / packaging.
- Led the creative efforts on social media creation and content strategy.
- Produced creative assets that included illustrations, animation, sales sheets, product explorations, brand management, and print / digital advertisements.

Art Director

JULY 2014 - AUG 2019

Blue Ion, LLC - Charleston, SC

- Effectively managed simultaneous projects against accelerated deadlines.
- Worked alongside and consulted with clients, project managers, and programmers to facilitate projects and provide creative support.
- Designed and completed a variety of assets for internal and client projects including illustrations, print materials, website design, brand development, banner ads, social media campaigns, product photography, and videography.