

# Tyler Conwell Design

Portfolio:  
[tylerconwell.com](http://tylerconwell.com)

Email:  
[hello@tylerconwell.com](mailto:hello@tylerconwell.com)

Phone:  
**303.493.1874**

My work begins by figuring out what needs to be said to captivate, motivate, and connect with audiences. Then, I dive into the mix of big ideas and top-notch design, weaving together stories and solutions that are both meaningful and captivating.

## Work Experience:

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**Salvage Advertising** Graphic Designer  
Denver, CO — Jan 2019–Mar 2023

As a lead graphic designer, my responsibility was tackling design challenges with creative flair and expertise. From tweaking and polishing designs to crafting visuals for print, digital, and social media platforms. I teamed up with a mix of talents, like copywriters and art directors, to ensure the delivery of integrated and cohesive campaigns that were masterfully crafted, on-message and engaging.

**Sounds True** Graphic Designer  
Denver, CO — (Contract) Oct–Dec 2023

Dove into motion design and animation, smoothly handling multiple projects at once. Provided solid project management skills, never missing a deadline and keeping the quality top-notch across different gigs. Worked closely with the art director, crafting excellent integrated campaigns that spanned print, web, and social media.

**griffOworks** Graphic Designer  
Denver, CO — Jan 2021 – (on-going support)

Came up with concepts and designed visual and brand elements to get across the company's message, creating interfaces that were not just user-friendly but also engaging. Worked on crafting promotional materials and collateral for both digital and print platforms, all geared towards boosting brand visibility.

## Education:

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**Metro State University of Denver**  
Denver, CO  
B.F.A. Communication Design  
National Society of Leadership  
Student Impact & Innovation Showcase

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**Fort Lewis College**  
Durango, CO  
Graphic Design and Art History

## Awards:

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**Edu Ad Awards**  
(2020, 2021, 2022)  
**Graphis New Talent Annual**  
(2018 (merit); 2019  
(Honorable Mention))  
**A'Design Awards**  
(2022 (Honorable Mention))

## Tech Skills:

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Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe XD  
Sketch  
HTML/CSS  
Mailchimp  
Illustration / Procreate  
Image Retouching

## Design Skills:

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Logo & Branding  
Art Direction  
Concepting  
Dynamic Creative  
Design Thinking  
UX/UI  
Editorial Layout  
Motion Design  
Animation  
Video Editing  
Illustration

## Interests:

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Painting & Illustration  
Running  
Traveling & getting  
lost in new places

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## Elevator Pitch:

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- Tyler provides modern, innovative ideas and graphic design compositions. He has experience in design layout, ad resizing, production, motion graphics, and brand development.
- His fresh and positive attitude has helped him problem-solve and create well-crafted designs and ideas for various companies and brands.
- In Tyler's most recent position with Salvage Advertising, a boutique advertising agency, Tyler was instrumental in designing the visual aspects of various projects. This included print ads, website design, digital videos and ad sets, social ads, outdoor signage and billboards, traveling marketing kits, RFPs, PowerPoints, editorial design, etc.
- Tyler's ability to conceptualize ideas and collaborate with creative and non-creative teams has consistently exceeded client expectations.
- For Lane Community College, Tyler Improved click-through rates (CTR) and conversion rates, resulting in a higher return on ad spend (ROAS) for multiple enrollment campaigns.
- For Paula Dieta Flex, Tyler created engaging visuals for social media platforms increasing social media engagement, expanded reach, and potential growth in follower base.

## References:

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**Terri O'Brien** — Creative Director  
720-840-5319  
[tobrien@salvageadv.com](mailto:tobrien@salvageadv.com)

**Chris Rock** — Creative Director  
Sounds True  
[chrisr@soundstrue.com](mailto:chrisr@soundstrue.com)

**Nicole Vega** — Account Director  
720-327-5925  
[nicole.vega@rocketmail.com](mailto:nicole.vega@rocketmail.com)

**Brian Bradford** — Lawyer  
720-702-9978  
[brian@colegalteam.com](mailto:brian@colegalteam.com)

**Evan Duggan** — Copywriter  
[evandugganwords@gmail.com](mailto:evandugganwords@gmail.com)