

TYLER RICHARDS

SENIOR GRAPHIC DESIGNER
BRAND IDENTITY, VISUAL SYSTEM, CAMPAIGN, MARKETING DESIGN

(845) 709-0316 | Tyrichards3@gmail.com | www.Linkedin.com | www.TheTylerRichards.com

Born and raised in New York, I'm a passionate Senior Graphic Designer with over 10 years of experience crafting impactful brand identities and digital content that drive engagement and growth. I specialize in branding, digital marketing, social media design, and web graphics, blending creativity with strategy to deliver high-performing visuals. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Firefly) and AI-driven design tools such as Midjourney, ChatGPT, and Runway, I merge human creativity with cutting-edge technology to accelerate ideation, enhance visual storytelling, and boost design efficiency. Known for my detail-oriented approach, fast turnaround under tight deadlines, and ability to translate ideas into cohesive, visually striking campaigns, I consistently elevate brand presence across digital and print platforms. A collaborative, forward-thinking designer, I'm passionate about using innovation and AI to push creative boundaries and deliver meaningful visual experiences that connect with audiences and achieve measurable results.

Education

St. Thomas Aquinas College
Bachelor of Science in Graphic Design

Sparkill, NY, 2012

Certificates

Cornell University
Web Design and Development

Ithaca, NY, 2021

Flux Academy
Web Design

Online, 2023

Professional Experience

ALUF PLASTICS

Senior Graphic and Web Designer

January 2025 - Present

- Lead creative direction across multiple brand identities, developing cohesive visual systems that enhance product recognition and strengthen B2B/B2C marketing presence.
- Design and manage digital and print assets, including eCommerce visuals, web graphics, and trade show materials, ensuring alignment with brand strategy and production standards.
- Collaborate with marketing, product development, and manufacturing teams to deliver design solutions that drive sales growth and improve customer engagement.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign) and AI tools (Firefly, Midjourney) to create polished, production-ready artwork and accelerate concept-to-market timelines.
- Develop visual content strategies and marketing collateral to support sub-brand launches, promotional campaigns, and distributor partnerships.
- Maintain consistency and scalability through brand guideline development, digital asset management, and quality control workflows.
- Champion a collaborative, innovation-driven design culture that aligns creative vision with business objectives.

SOUND INCOME GROUP

Senior Graphic and Web Designer

June 2021 - January 2025

- Managed and executed multiple design projects, delivering high-quality digital and print materials using Adobe Photoshop, Illustrator, and InDesign.
- Led branding and identity initiatives, modernizing visual assets to strengthen brand consistency across all platforms.
- Created impactful branding packages for 100+ clients, integrating typography, color theory, and layout design for cohesive user experiences.
- Developed engaging marketing and social media visuals with advanced photo editing, vector illustration, and storytelling techniques.
- Collaborated with executives and marketing teams to drive creative strategy, producing innovative, high-impact designs aligned with brand goals.

SHIRTS R US

January 2021 – June 2021

Senior Graphic and Production Designer

- Developed design templates, concepts, graphics, layouts, and vector illustrations for clothing, trademark insignia, logotypes, and company websites using Adobe Photoshop, Illustrator, and InDesign, ensuring brand consistency and user-centered design across various platforms.
- Managed multiple digital and print design projects simultaneously, leveraging Adobe InDesign and Illustrator to coordinate layout design, print production, and prepress while optimizing production timing, costs, and delivery schedules for efficiency.
- Collaborated with clients through briefings, consultations, design presentations, and markups, utilizing Adobe Photoshop, Illustrator, and InDesign to oversee typography, layout design, and marketing collateral design, ensuring high-quality, on-brand creative solutions.

ROYAL SOVEREIGN INTERNATIONAL, INC.

February 2019 – May 2020

Senior Graphic and Package Designer

- Conceptualized and executed rebranding & identity design for the company's graphic trade dress and packaging, applying Adobe Photoshop, Illustrator, and InDesign to achieve a modern, clean aesthetic while ensuring brand consistency across all platforms.
- Led the redesign and update of Walmart's packaging, utilizing Adobe Illustrator and InDesign to create packaging designs and 3D artwork mockups for client and vendor review, ensuring designs aligned with market research and marketing strategy.
- Developed design templates and marketing collateral for brochures, business cards, pamphlets, catalogs, posters, banners, and in-store displays, leveraging Adobe Photoshop and Illustrator to facilitate photo manipulation, retouching, and print production for Amazon across social media, trade shows, and websites.

DYNAREX

May 2016 – February 2019

Junior Graphic, Production and Package Designer

- Designed a wide range of marketing collateral and print materials, including sell sheets, catalogs, posters, and business materials, utilizing Adobe Photoshop, Illustrator, and InDesign to create high-quality, user-centered designs tailored to each client's needs.
- Produced posters, banners, and promotional materials for company events such as holiday promotions and sales meetings, ensuring brand cohesion through Adobe InDesign and Illustrator while managing print production & prepress.
- Led client design proposals for print, web, and social media projects, collaborating on packaging design for the company and private label distributors, applying color theory and layout design in Adobe Photoshop and Illustrator to deliver color-corrected, on-brand creative solutions.

Tools

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Firefly, Acrobat DC, Lightroom, Camera Raw

AI Design Tools: Midjourney, Runway, ChatGPT, Leonardo.ai, DALL-E

Web & Digital: Wix, Shopify, WordPress, eCommerce, Google Slides, Microsoft PowerPoint and Word

Project Management: ClickUp, Asana, Slack

Skills

Brand Identity and Strategy
Project and Time Management
Marketing and Advertising Principles
Web Design
Color Theory
Packaging Design
Marketing Collateral Design

Creative Concept Development
Typography and Layout Mastery
Creative Problem-Solving
B2B and B2C
Vector Illustration
Visual Storytelling
Social Media Graphics

Print and Digital Design
Communication and Collaboration
Trend Awareness
AI-integrated tools
Photo Manipulation & Retouching
Infographic Design
Print Production & Prepress