

# Tyler Hamilton

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Tyler has accelerated enterprise growth by creating effective branding, art direction, packaging, and presentation design to deliver innovative solutions to complex marketing branding, and design problems in entertainment, consumer products, and industrial sectors. His experience in advertising mixed with in-house branding and enterprise experience makes him uniquely effective.

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## Experience

### Walt Disney Company

Contract Presentation Spec.  
April 2021 - Present

Designing franchise reports on a quarterly basis. Working directly with VPs and department heads of Lucasfilm, Pixar, and NatGeo I gather data and translate specific goals and via strategic design.

- Introduced several presentation design templates used widely throughout Disney for internal communications as well as public presentations and seasonal reports.
- Created new work flows and reduced the amount of designers needed for franchise presentations. This increased budget capacity which was severely tight in this department.

### SKWRKS LLC

Principal Designer  
June 2020 - Present

Working with various agricultural, industrial, and construction clients I have created highly effective brands that have driven engagement and brought vital attention to companies in this sector who face unique visibility issues.

- Delivered a comprehensive brand and marketing campaign to FGS and RTS (Sunkist) with planned posts and advertising. This combined with new web designs and refreshed social accounts have noticeably increased engagement and prospective sales.

### Flux Branding

Sr. Designer, ACD  
May, 2019 - June 2020

Working with a small team of expert designers I successfully created brands for several consumer and b2b businesses which included logo, brand manual, website design, uniform apparel, and packaging.

- Managed my own projects and provided guidance to the creative team. This freed management to work in the field with clients while knowing workflow and standards would be maintained.

### Ayzenberg

Contract Sr. Art Director  
Sep. 2017 - Aug. 2018

Worked with the Oculus team to create product branding and marketing campaigns including digital advertising and social.

- Created design concepts for Xbox social media as well as specific marketing campaigns for Microsoft publications and GamePass. This included hardware photography and motion art direction.

### Laundry Service

Contract ACD  
Aug. 2016 - Aug. 2017

Served as an ACD along with a counterpart to cover for the temporary lack of a Creative Director for the Apple Beats social media team..

- Created campaigns, individually managed production and touch up artists providing guidance and feedback as well as maintaining strict visual standards set by Apple.

### Insync PLUS

Contract Sr. Art Director  
Aug. 2016 - Aug. 2017

Assisted the Creative Director in day to day management of the team and projects. Delivered creative campaign concepts for TV and film with studios such as Hulu, Amazon, and Netflix.

- Working with extremely tight standards and schedules, delivered constant high quality concept presentations as well as branded artwork and the art direction of key artists.

### Seedling USA

Designer/Photographer  
Apr. 2015 - Aug. 2016

Created any and all design assets with a small team of designers including marketing, digital, motion, packaging, and print for toy and activity kids for children 1-12.

- Designed and built a photography studio for product ecommerce photos. Utilized this space to also create marketing and digital assets for the company.

### Myspace

Lead Graphic Designer  
Aug. 2013 - Oct. 2014

Starting as a brand designer I made creative assets for articles and site posts as well as poster and branding artwork for affiliated music artists As Lead Designer I was put in charge of managing the Myspace brand and creative standards with freelance creatives creating a number of brand manuals and guides.

- Created branding and marketing materials for original programming on the Myspace platform.

### TBWA\Chiat\Day

Graphic Designer  
Aug. 2013 - Oct. 2014

Worked directly with the head of creative to produce internal branding, design assistance to art directors, and original campaigns for clients such as Adidas, Nissan, and Crate & Barrel.

- Took direction directly from Lee Clow, creating assets for NKLA.
- Assigned as an Art Director to Adidas and the Brazil World Cup marketing push providing concepts for the WC official ball packaging.

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## Education

### ArtCenter College Of Design

Sep. 2008 - Apr. 2012

Bachelor of Fine Arts

- Took part in sponsored projects including Kingsford for Packaging and Pasadena City for branding.
- Assistant at archetype press becoming proficient in letterpress printing, printmaking, and color mixing.