



# TYLER RACHAL

BRAND DESIGN & ART DIRECTION

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## ABOUT ME

I am a confident, creative designer with a **strong background in print and digital**. I have worked extensively in the outdoor, food, beverage and travel industries producing high-end consumer and B2B designs. I am **detail oriented** with a rich understanding of industry software and best practices for print and digital.

## PROFESSIONAL SKILLS

PHOTOSHOP	<div style="width: 100%;"></div>	100
INDESIGN	<div style="width: 90%;"></div>	90
ILLUSTRATOR	<div style="width: 90%;"></div>	90
MS OFFICE	<div style="width: 80%;"></div>	80
PREMIERE	<div style="width: 70%;"></div>	70
AFTER EFFECTS	<div style="width: 60%;"></div>	60

## ADDITIONAL SKILLS

ART DIRECTION, BRANDING, PROJECT MANAGEMENT, PRODUCT & LIFESTYLE PHOTOGRAPHY, COPY WRITING, ILLUSTRATION, MARKETING STRATEGY, UX/UI, SOCIAL MEDIA CONTENT, APPAREL DESIGN, PRINT PRODUCTION, EXHIBIT DESIGN, FIRST LEVEL CICERONE CERTIFIED

## ACCOLADES

- ADOBE PRODUCT TESTER**  
Adobe Aero (Augmented Reality)  
Adobe Fresco (Drawing/ Illustration)
- 2312 GALLERY EXHIBIT**  
Curator & Artist in Seattle Group Show
- PACIFIC PRINTING AWARD**  
Innovative Packaging & POS
- EA SPORTS: SKATE 3 GAME ART**  
Street Art featured in video game



## WORK EXPERIENCE

- SENIOR DESIGNER - MARQUIS COMPANIES** 📍 Portland, OR  
 January 2020 - Present  
 Design & Marketing support for all business lines including: Marquis (Facility Senior Care & Wellness), Consonus (Pharmacy & Rehab), Vital Life (Non-Profit Youth & Senior Enrichment), AgeRight (Healthcare)
- CREATIVE DIRECTOR - WORTHY BREWING** 📍 Bend, OR  
 March 2019 - October 2019  
 Creative Direction across all touch points of the Worthy Brewing brand (Copy Writing, Packaging, POS, Restaurant Signage, Apparel, Social Media, Digital). Marketing Director for partnerships & event support.
- SENIOR DESIGNER - HUMM KOMBUCHA** 📍 Bend, OR  
 February 2017 - October 2018  
 Art Direction for In-House Brand across (Advertising, Retail, Social & Sales), Creative Collaboration with Partners (Wexley School for Girls, Deschutes Brewery & Seattle Seahawks), Design Studio Lead
- GRAPHIC DESIGNER - ZULILY** 📍 Seattle, WA  
 August 2016 - January 2017  
 Digital Creative Development (Site, Mobile & Email), Art Direction on Photo Shoots with Stylists & Producers, Design Support on Editorial, Marketing & Merchandising Departments
- GRAPHIC DESIGNER - JAVELIN MARKETING GROUP** 📍 Seattle, WA  
 January 2014 - August 2016  
 Social Media Content, Digital Marketing & Packaging (Sparkling Ice), Direct Mail, Digital & Collateral (AT&T, Sparkling Ice, Hyatt, Humane Society), Out of Home & Advertisement (Sparkling Ice)
- PRODUCTION DESIGNER - HORNALL ANDERSON** 📍 Seattle, WA  
 January 2011 - November 2013  
 Packaging Design (Redhook, Widmer, Starbucks, Evolution Fresh, Quaker, Hershey's, Garlic Jim's Pizza, Blue Dog Bakery, H&R Block, Holland America), Environmental (GE, Microsoft, Evolution Fresh)
- PRODUCTION DESIGNER - DAKINE** 📍 Hood River, OR  
 April 2008 - June 2010  
 Seasonal Branding (POP, Trade Show Graphics, Sales Catalogs, Print Ads, Marketing Collateral, Product Packaging & Textile Production), Managed Studio & Action Photography
- PRODUCTION DESIGNER - O'NEILL CLOTHING** 📍 Irvine, CA  
 March 2006 - March 2008  
 Seasonal Branding (POP, Trade Show Graphics, Sales Catalogs, Print Ads & Marketing Collateral), In-house Product Photographer & Color Specialist
- FREELANCE & CONTRACT - SELF EMPLOYED** 📍 Various  
 September 2008 - Present  
 Art Direction, Design & Production work for various clients: Picky Bars, Riff Coffee, Alden's Ice Cream Anjou Spa, Pokémon, Dakine, Marchesi Vineyards, Business Airlines, Perfect Press, Willamette Week



## EDUCATION

- BACHELOR OF FINE ARTS - CAL POLY POMONA** 📍 Pomona, CA  
 Fall 2000 - Spring 2005  
 BFA with emphasis in Graphic Design & Visual Communication  
 Minor in Marketing Management  
 Cumulative GPA: 3.8; Graduated Cum Laude Honors
- UX DESIGN - SCHOOL OF VISUAL CONCEPTS** 📍 Seattle, WA  
 Spring 2013

## MEMBERSHIPS / AFFILIATIONS

- AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)
- SIGMA ALPHA EPSILON FRATERNITY (SAE)