

TYLER WELLS

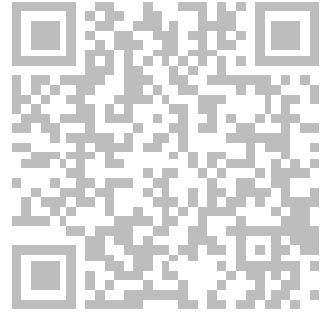
Tyler@TylerWellsCreative.com

314 - 805 - 0126

Portfolio | www.tylerwellscreative.com

Instagram | www.instagram.com/tylerwellscreative

LinkedIn | www.linkedin.com/in/tyler-wells-325849108



SKILLS

Creative Direction - Art Direction - Leadership - Mentorship - Project Management - Presentation
Graphic Design - Branding - Animation - Illustration - UX / UI Design - Copywriting - Photography

EXPERIENCE

Drive Social Media | Associate Director of Design

2019 - 2025 | **Awarded Best in Design 2021**

- Led and inspired a cross-functional team of 20 creatives, driving collaboration and high-quality output
- Mentored designers at all levels, fostering growth and elevating team performance
- Partnered with hundreds of clients to design campaigns that delivered measurable business results
- Developed and launched visually compelling, user-friendly websites and client-focused email campaigns
- Built distinctive brand identities that translated client visions into powerful, lasting design systems
- Concepted and scripted human-centered storyboards and shot lists to bring campaigns to life
- Leveraged emerging technologies and AI to streamline workflows and improve creative efficiency

Big Time Advertising | Lead Graphic Designer

2017 - 2018

- Concepted, wrote, and designed social campaigns that drove engagement and brand growth
- Applied Google Ads certification expertise to develop high-performing digital marketing strategies
- Brought a strong UX/UI foundation to create intuitive, user-centered digital experiences
- Designed impactful signage and point-of-purchase materials that elevated partner and dealer branding

UnderCover Truck Bed Covers | Graphic Designer

2014 - 2017

- Designed comprehensive branding and packaging systems that elevated market presence
- Created print advertising and promotional campaigns to strengthen brand awareness
- Developed compelling sales materials for national and international teams to drive revenue growth
- Coordinated integrated email campaigns with physical promotions for cohesive brand experiences

EDUCATION

Drury University | 2009 - 2014

Bachelors of Design Arts | Minor in Global Communications

REFERENCES

Numerous, Awesome and Available Upon Request