

tyler conwell / design.

—
lookbook 2026

darn good design.

Agency-trained, in-house tested. Seven years of brand and campaign work, concept through execution, built to move people and grow the companies behind them. This book collects what isn't on my site, and the numbers behind it.

lookbook contents

page 04 Computer Jargon	page 13 Solhaven Brochure
page 06 We See the You	page 15 Brand Ambassador Guide
page 08 Blast Off Your Education	page 17 Kohler Bath Brochure
page 10 Your Impact	page 19 griffOworks
page 11 RFP Proposals	page 21 Continuing Ed. Schedule

Event-Attributed Revenue

\$1.7M

NWSS × Lifetime, 2025

Qualified Leads Generated

737

NWSS × Lifetime, 2025

New Student Applications

930

LCC "Summer of Lane," 2021

Stadium LED Views

1.38M

Lifetime × Broncos, 2025

Employees Reached

500+

The Life Times, 2025

Years in Industry

7+

Agency + In-House, 2019–26

01

campaigns / results

A campaign is one idea that has to hold up on a billboard, in a six-second spot, and on a landing page without falling apart. These three were built to move enrollment. Two of them ran and moved the numbers. The third was a pitch I'd still put in front of anyone.

page 04
Computer Jargon
page 06
We See the You
page 08
Blast Off Your Education

project

Computer Jargon

client

UNC Charlotte CCI

role

Art direction, layout

credits

Creative Director: Terri O'Brien

year

2020

Motion Design: Jonah Duvall

COVID-19 travel restrictions put UNC Charlotte's international graduate enrollment at risk, and the College of Computing and Informatics needed to make up the difference in-state.

The campaign spoke to career-changers in the college's own language, turning tech jargon like reboot and refresh into a reason to go back to school. Over a 10-week run, web inquiries climbed, applications rose, and more master's students registered for Fall 2020 than in previous years.



concept sketches



campaign ads

Landing Page Views

9K+

Impressions Garnered

1.89M

Conversions Made

312



digital display



hero — early entry



digital ad



landing page



15-second spot

project
Computer Jargon

Display, a 15-second YouTube spot, and paid search all pointed to one landing page with a single ask: request graduate program info. A second message, “When is 4+1 > 4+2?” pitched the early-entry master’s program to current undergrads.



scan to watch the
15-second spot

project
We See the You

client	role
Lane Community College	Art direction, layout
credits	year
Creative Director: Terri O'Brien	2022
Designer: Jonah Duvall	

Lane Community College approached us to develop an enrollment campaign that could connect with both high school students and working adults. We created “We See the You We Know You Can Be,” a campaign centered on potential—the idea that students may not yet see the future ahead of them, but Lane does.

The campaign ran across digital, social, broadcast, and out-of-home. In its first nine months, Lane received 870 new student applications, up 11.6% and past its annual goal.



swipe file — blurred visuals and type coming into focus



social ads

Campaign Length
9mo

Student Applications
870

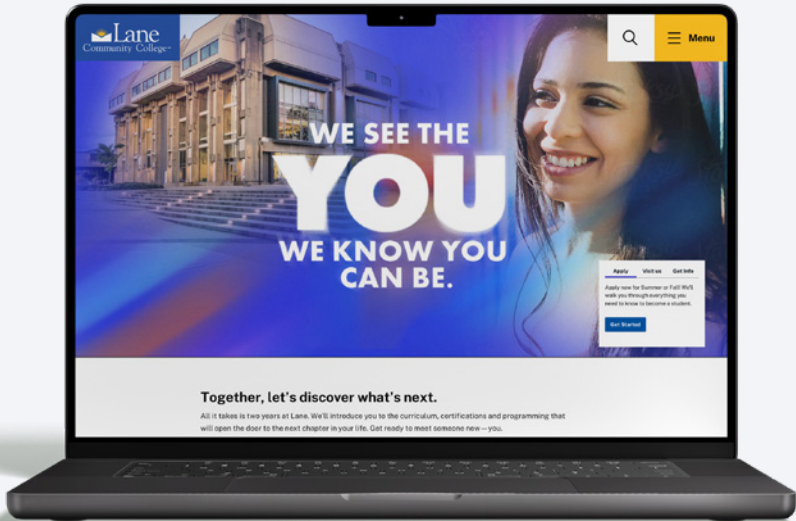
Application Increase YoY
11.6%



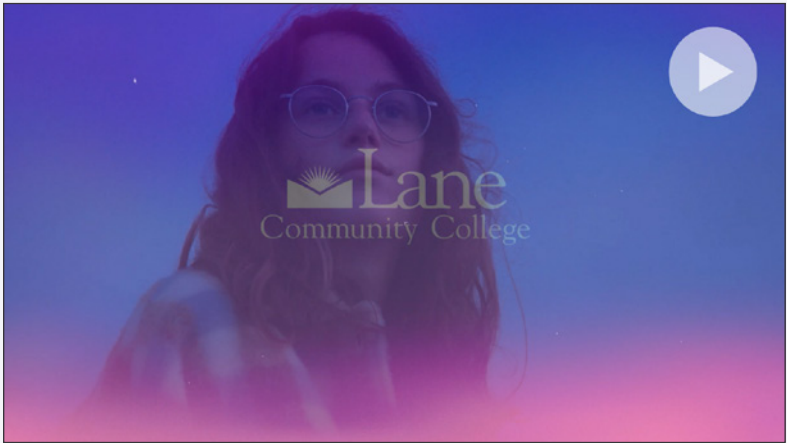
billboard



social ads



landing page



6-second spot

project
We See the You

Social stories split the line across three frames, so the message landed as people tapped through. Billboards, a 6-second video spot, and the landing page carried the same blurred-to-sharp YOU from out-of-home all the way to enrollment.



scan to watch the
6-second spot

project
Blast Off Your Education

client	role
North Carolina Community College System	Art direction, layout
year	
2022	

A proposed campaign for the state’s apprenticeship program, pitched as part of an RFP. The word “apprenticeship” can sound old-fashioned, so the identity and campaign pushed it toward something that felt future-forward.



tote bag

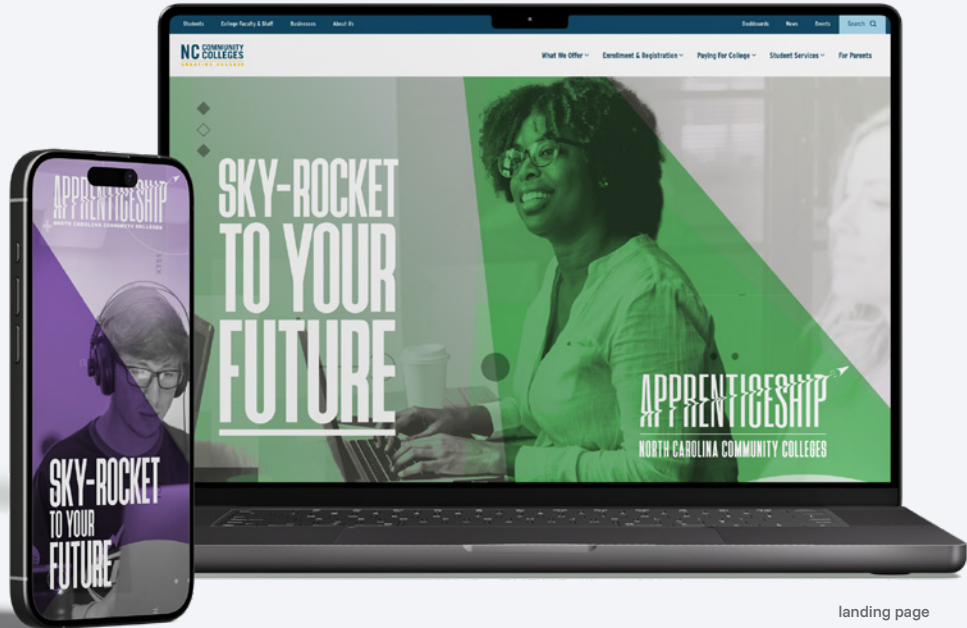
APPRENTICESHIP

NORTH CAROLINA COMMUNITY COLLEGES

wordmark



digital ads



landing page



billboard

02

print / production

Most of my work has ended up on paper. Brochures, proposals, product catalogs, magazine ads, a quarterly newspaper. Print is where a layout either holds up or it doesn't, because nobody can scroll past a weak page. I start with what the reader needs to find first and build the hierarchy out from there. The details that survive the trip to press are the ones worth sweating.

page 10
Your Impact

page 11
RFP Proposals

page 13
Solhaven Brochure

page 15
Brand Ambassador Guide

page 17
Kohler Bath Brochure

page 19
griffOworks

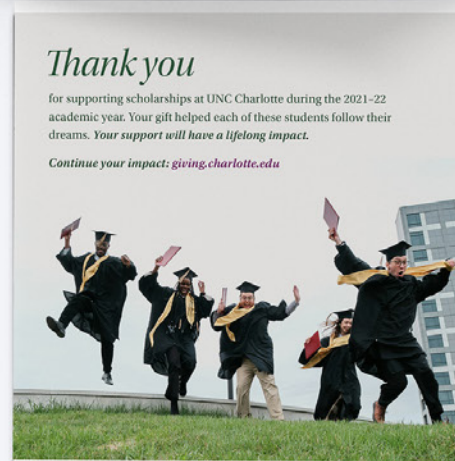
page 21
Continuing Ed. Schedule



opened, 4-panel brochure



cover



2022 SCHOLARSHIP RECIPIENTS

Meet the students you supported.

MAYA OKAFOR Senior - Accounting <i>Belk College Scholarship</i>	JORDAN WHITAKER Freshman - Architecture <i>Ravin Architecture Scholarship</i>
DANIEL REYES Junior - Mechanical Engineering <i>Engineering Student Scholarship</i>	AALIYAH GRANT Sophomore - Dance <i>Dance Scholarship</i>
PRIYA DESAI Sophomore - Computer Science <i>Fiechter Scholarship</i>	ETHAN PARK Graduate - Data Science <i>Dr. Craig R. Brown Graduate Fellowship</i>
MARCUS BELL Senior - Elementary Education <i>Cato Scholarship for Education</i>	SOFIA MARCHETTI Junior - Music Performance <i>Music Scholarship</i>
HANNAH LINDQVIST Junior - English <i>Russell M. Robinson II Scholarship</i>	CALEB NGUYEN Senior - Software Engineering <i>TIAA Annual Scholarship</i>

inside folds

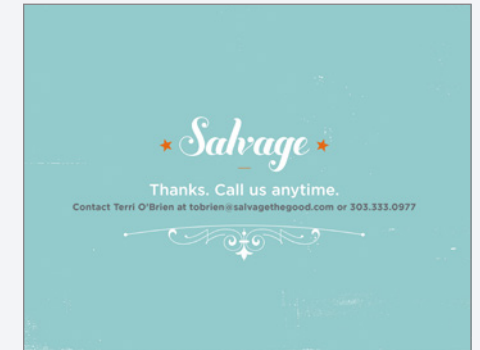
project
Your Impact
client
UNC Charlotte

year
2022
role
Art direction, layout, design

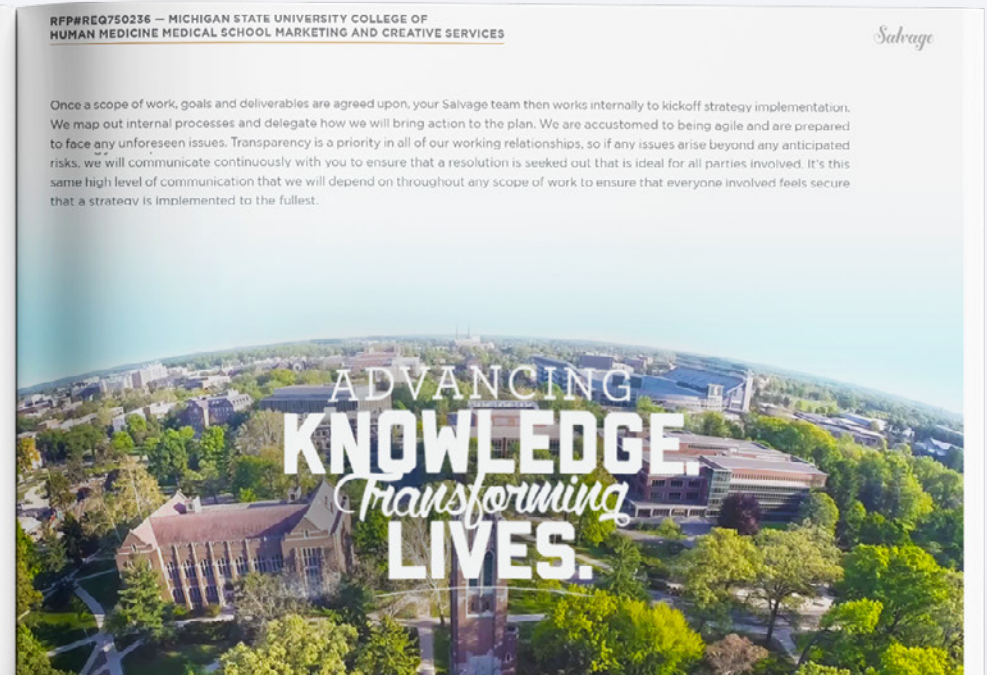
A thank-you mailer for donors to UNC Charlotte's Exponential campaign, showing how their gifts reached students. A stat-led infographic spread takes the reader from Your Donation to Your Impact, anchored by a student's own words and the names of the students donors helped support.



msu — cover and contents



ut health — front and back cover



project
RFP Proposals
client
Salvage Advertising

year
2019–2023
role
Layout, design

credits
Creative Director: Terri O'Brien
Copywriter: Mandy Stephens

New-business proposals Salvage sent to universities and health systems. I designed more than 50 of them, each built to be polished and error-free, with custom typography and infographics that made the agency's case at a glance.

WE ARE

Salvage

HELL BENT ON PUTTING

STUDENTS *in* SEATS.

CREATIVE THAT MAKES

Potential

STOP, DROP & ...

ENROLL

MEDIA WIZARDRY

THAT *Kick-starts* ROI

IN THE YOU-KNOW-WHAT

INNOVATORS

... *in* ...

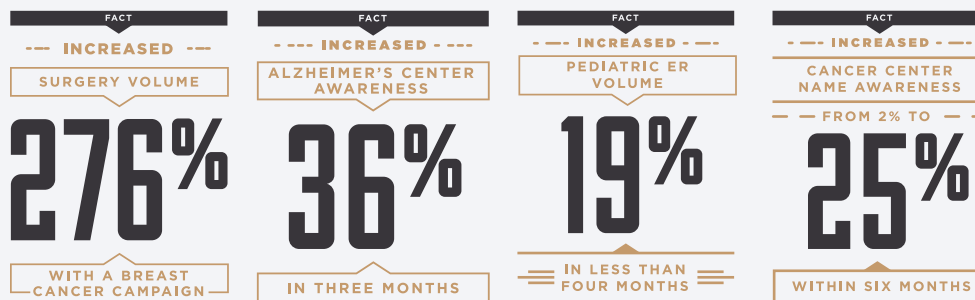
CLOSING

THE GAP BETWEEN

BRANDING AND

ENROLLMENT

Masterminds of message. Maestros of media. Movers of the needle. *Every Day.*



stats row: fact infographics, detail

Your

SALVAGE

*** TEAM ***

IS COMPOSED OF

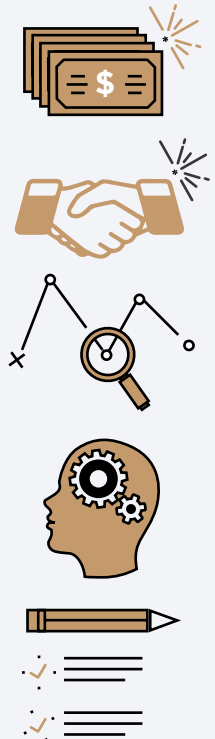
highly

FOCUSED,

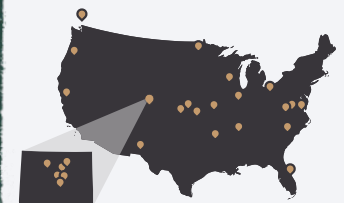
seasoned

AND KNOWLEDGEABLE

PROFESSIONALS



icons: proposal icon set



map: client map, partner schools across the u.s.



introduction spread

project
Solhaven Brochure
client
Lifetime Home Remodeling

year
2025
role
Layout, design

Launch brochure for Solhaven, Lifetime's new window line. Built for homeowners who read the spec sheet, it walks through the name, the engineering, Colorado performance, and style options in plain English.

Light in. Weather out.

Built to last a Lifetime.







BUILT FOR COLORADO

Made for Colorado. All of it.

Sixty-degree temperature swings in a day. Hot in June. Single digits in January, and high-altitude sun that fades furniture through lesser glass. Colorado asks a lot of a window.

Solhaven answers with insulated frames and low-E glass that hold your indoor temperature steady while the furnace works less. Your AD works less. And your favorite chair stops migrating away from the drafty spot.

From winter freezes to summer afternoons, Solhaven windows are engineered for every Colorado season.

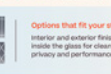


Day & Night
More light, more space, and a perch for the dog to supervise the street.

Sliding
Clean lines, effortless glide.

Sealing
Ventilation that works even in the rain.

Picture
For the views worth framing.



Options that fit your style & simplify your life. Interior and exterior finishes, grid patterns sealed inside the glass for cleaning, and glass options for privacy and performance.

Your window, your call.

Every Solhaven window is made to order. Choose the style that fits how each room lives, then make it yours.

Day & Night
More light, more space, and a perch for the dog to supervise the street.

Sliding
Clean lines, effortless glide.

Sealing
Ventilation that works even in the rain.

Picture
For the views worth framing.



Double-hung
The classic. Both sashes tilt in for easy cleaning.

Casement
Crankle open wide for full, top-to-bottom fresh air.



THE WINDOW ITSELF

The spec sheet, in plain English.

Every Solhaven window is custom-built to your home's exact measurements. Here's what goes into one, and why each piece matters.

1 Fusion-welded frame and sash. Corners are welded, not screwed together. One continuous structure: stronger, straighter, and sealed against weather for good.

2 Multi-chambered construction. Inside the frame, sealed air chambers slow heat transfer and add rigidity. The quiet engineering you never see and always feel.



3 Insulated low-E glass. Dual-pane, double-strength glass with a low-E coating keeps heat where you want it inside in January, outside in July. It also filters the UV that fades floors and furniture.

4 Warm-edge spacer system. A structure of foam spacer separates the panes with no metal touching glass, cutting heat loss at the edge of the unit, right where most windows give it away.

5 Reinforced meeting rails. Low-conductive composite reinforcement where the sashes meet. Extra strength for hardware without building a thermal shortcut into the frame.

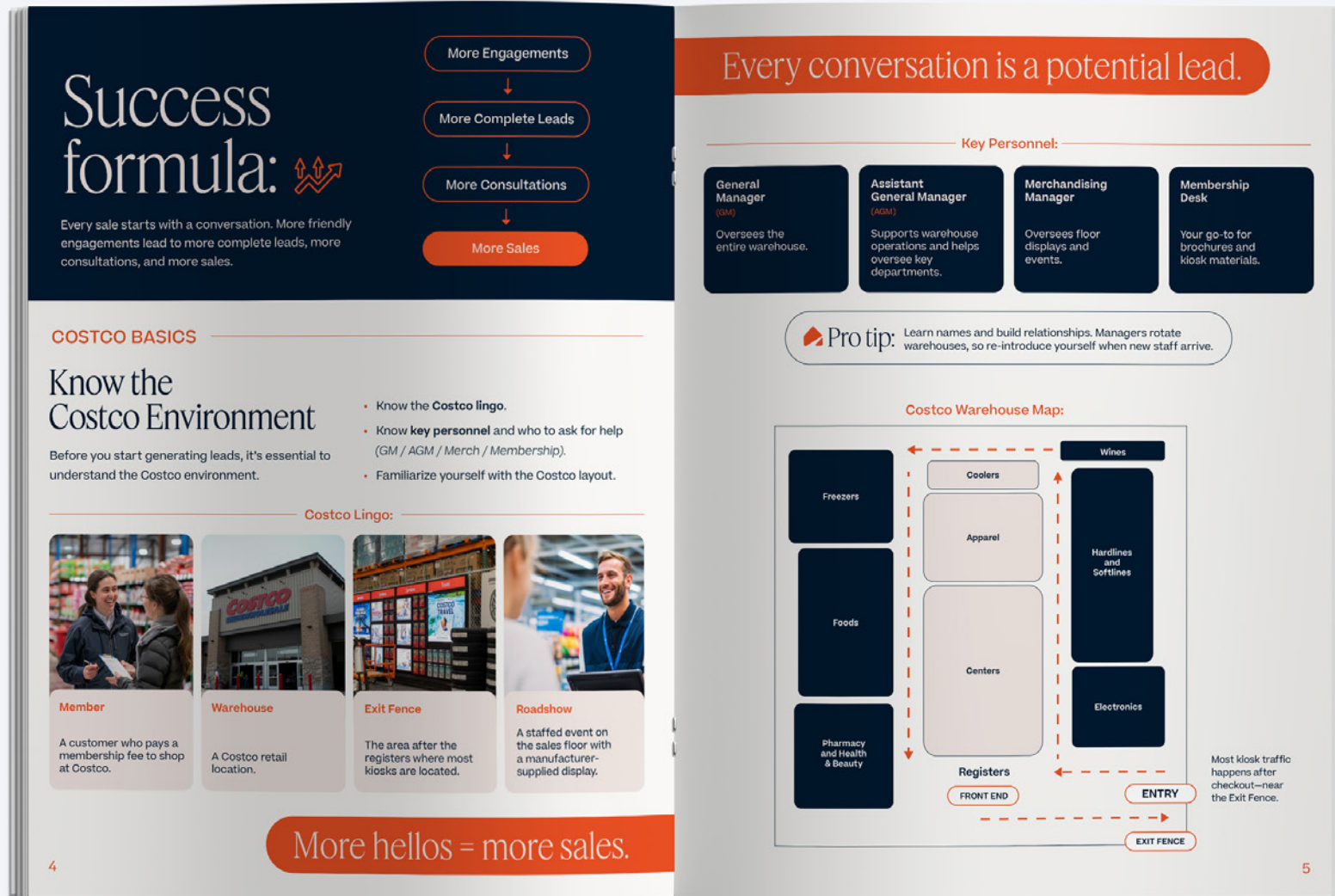
6 Smooth, secure operation. Precision hardware and a secure multi-point lock built to work the same on day one and year twenty. Sashes tilt in, so you can clean the outside glass without a ladder.

7 Virtually maintenance-free. No painting, no sealing. No sanding. Wash it now and then, and that's the whole job.

project
Solhaven Brochure

Cover and interior spreads.
8 pages, saddle-stitched.

14



introduction spread & map



Love where you work.
mylifetimehome.com

Lifetime + Costco

Brand Ambassador Training Guide



CONTENTS

02 Your Role at Costco

03 The Golden Rule of Engagement

04 Know the Costco Environment

04 Professional Presence

07 Setting Up for Success

08 Generating Leads / Member Benefits

09 Building Warehouse Relationships

10 Compliance & Security / Troubleshooting

11 Closing the Loop

OVERVIEW

Your role at Costco

As a Brand Ambassador, you help create a great Costco experience while opening the door for Lifetime. This guide shows you how to engage confidently, stay compliant, and generate high-quality leads—so your day runs smoothly and your results keep growing.

How to Use This Guide:

This guide is built to be practical. Use it to stay consistent at the kiosk, protect lead quality, and represent Lifetime professionally inside Costco. Skim the Contents, jump to the section you need, and keep the core goal front and center: friendly engagement, accurate contact info, and clear expectations. When in doubt, keep it simple—be helpful, stay compliant, and capture the lead.

Pro tip: Read this once, keep it with you, refer to this when you're unsure.

The Golden Rule of Engagement:

Engage every member. Capture every lead.

Your role is not to sell the project or schedule the consultation on the spot - it's to **start the relationship, collect accurate contact information, and set expectations** for what comes next.

The Goal:

- Start the conversation - smile, greet, be approachable.
- Get complete and accurate contact information - name, phone, email, address.
- Plant the seed - let the member know what will happen next.

If the member gives you more time, set expectations for that in-home consultation:

- Time needed: 60-90 minutes
- Who needs to be there: Spouses. Adults who live in the home. Any and all decision-makers.
- What happens: Measurements, discussion of all style/finish/installation options, and a down-to-the-penny price before the consultant leaves.

Why it matters:

- Without accurate contact info, there's no lead.
- Without setting expectations upfront, surprises later turn into complaints.
- Without the right people present, we may not be able to provide a quote and may need to reschedule.
- Your focus in-store is friendly engagement and quality lead capture, not technical explanations or price quotes. The design consultant is the expert - let them shine.

What to Say:

“If you're interested, great - it's easy, I just need your name, phone number, email, home address, and member number, and our team will reach out shortly after to schedule an in-depth design consultation at your home.”

2

mylifetimehome.com

Brand Ambassador Training Guide

Lifetime 3

Professional Presence

Your appearance and behavior directly reflect on both Lifetime Home Remodeling and Costco. Costco expects brand ambassadors to maintain a high standard of personal hygiene and professional presentation at all times.

Dress Code:

- Shirts:** Clean, wrinkle-free, well-fitting professional shirt. Prefer blue/black/white with minimal logos. Tucked in.
- Pants:** Slacks, khakis/chinos, or dress slacks (ankle-length). Neutral colors. No jeans, leggings or pants, shorts, or other casual bottoms.
- Footwear:** Clean, closed-toe shoes (dress shoes, flats, low heels, boots, or athletic). Must be supportive for long periods of standing.
- Hair/Grooming:** Neat and well-groomed. Secure long hair away from your face during interactions.
- Accessories:** Minimal and professional; should not interfere with work.
- Hats/Outerwear:** Only Marv'n-branded hats allowed. No other hats, hoodies, or casual outerwear while representing the company.
- Badges:** Ensure you have a Costco-provided badge, which can be obtained at the membership desk.

Behavior Expectations:

- Be courteous, polite, and professional at all times.
- Avoid aggressive sales tactics.
- Do not use phones or personal electronics while at the kiosk.
- Hand out only Costco-approved brochures.
- Wear your dealer badge at all times.

Good first impressions open doors to conversations.

Setting Up for Success

Set the tone before the first conversation. A smooth check-in and a ready kiosk lead to better days—and better leads.

Check-In:

- Before Opening:** Enter through receiving, check in with Receiving Manager, and sign the Vendor Name Badge Log.
- During Open Hours:** Enter through front, check in with Membership Desk.

Kiosk Readiness:

- Ensure brochures are stocked.
- Confirm kiosk graphics are correct and lit.
- Keep the area clean and free of clutter.
- Keep all personal belongings—including drinks and bags—out of sight at all times.

Good to Know:

- Marketing materials are designed, printed, and distributed by Costco and stocked by Costco Membership Desk.
- Warehouses should always have 1 box of brochures on hand for in-warehouse lead generation.
- When brochures are running low, please inquire with the Membership Desk.

Kiosk Display:

Programs are displayed on one of two kiosk layouts:

- Single Kiosk:** Individual program represented
- Triple Kiosk:** one of three programs represented

SAFETY NOTE:

No podiums or banners allowed at the exit fence for safety reasons.

Ready kiosk. Ready mindset. Engage everyone who walks by.

Single Kiosk

Vendor Photograph

Brochures & Marketing Materials

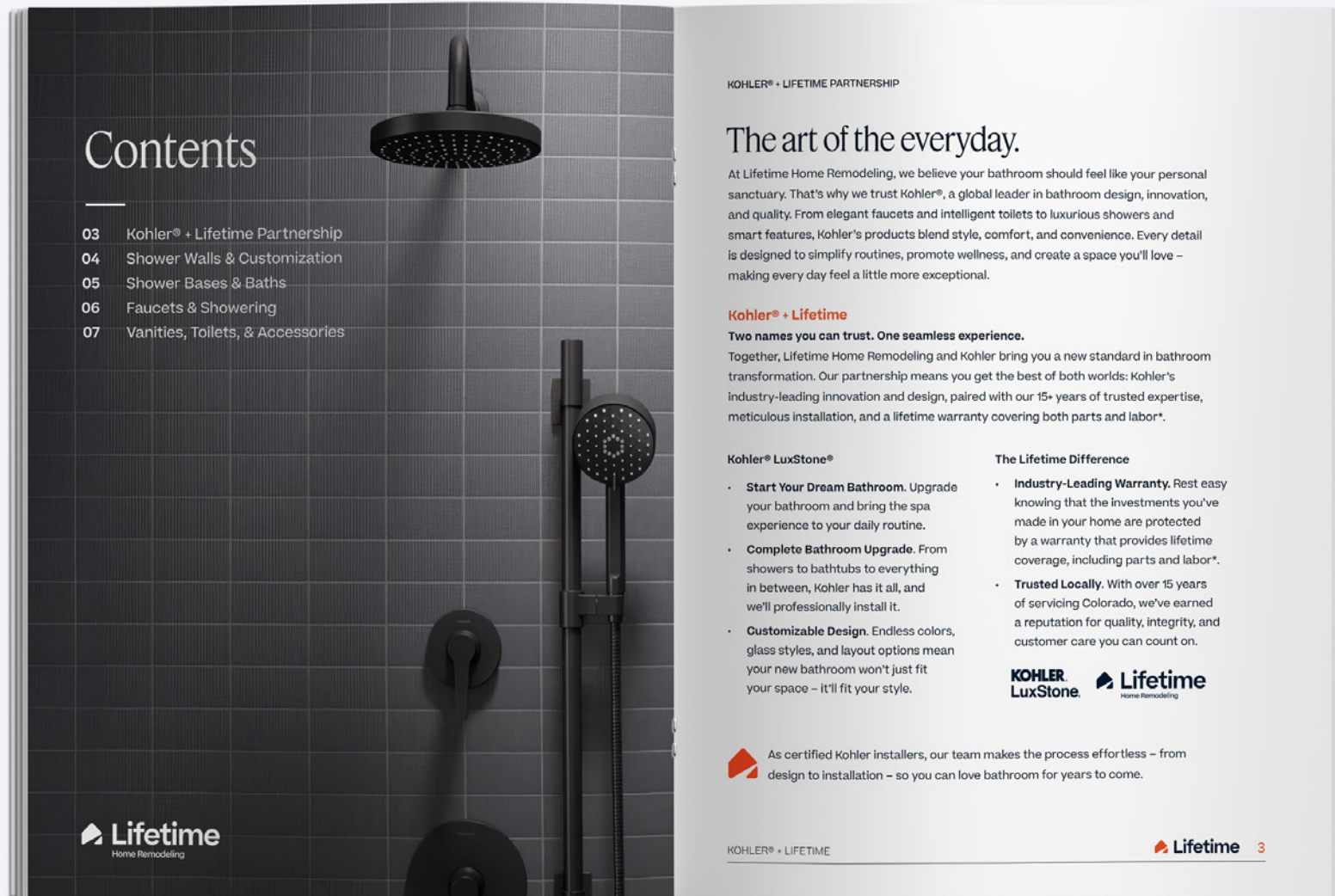
mylifetimehome.com

Lifetime 7

project
Brand Ambassador Guide

Cover and interior spreads.
12 pages, saddle-stitched.

16





Quiet luxury. Everyday comfort.

A complete bath experience
from Kohler® and Lifetime
Home Remodeling.



Email Inquiries —
info@mylifetimehome.com
Website —
mylifetimehome.com



SHOWER WALLS & STYLE CUSTOMIZATION

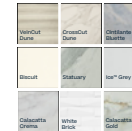
Walls that set the tone.

LuxStone® walls
Discover walls that do more than just look stunning. Kohler LuxStone walls are crafted from nonporous, crushed stone for unmatched durability and effortless upkeep. These stain-resistant, grout-free finishes keep your shower sparkling with minimal cleaning, so you can spend more time enjoying your space. With a wide range of patterns and textures, personalizing your sanctuary has never been easier (or cleaner.)

Floors that bring the base.

COREtec® flooring
Discover floors designed for real life and refined taste. COREtec flooring combines slip-resistant innovation with timeless style, creating a foundation that's as safe as it is stunning. Engineered for durability and easy cleaning, these surfaces resist stains and moisture, ensuring your bathroom stays beautiful with minimal effort. With a range of finishes to match your vision, you can create a cohesive retreat from the ground up.

Wall colors and patterns



SHOWER BASES & BATHS

Comfort & confidence from the ground up.

Kohler® Shower Bases & Baths
Set the stage for comfort and style with Kohler shower bases and walk-in baths, the foundation of every great bathroom. Choose from ultra-durable enameled cast iron or easy-to-clean acrylic, both designed to resist scratches, stains, and everyday wear. With a wide range of shapes, sizes, and threshold heights, plus thoughtful features like slip-resistant surfaces and low-profile entries, you can personalize your space for safety and relaxation without sacrificing design.

Kohler® Shower Bases

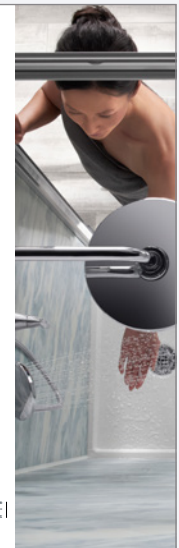
Kohler shower bases provide comfort and convenience with a low threshold for easy entry and exit.

- Designed to eliminate standing water
- Constructed of one solid piece
- Equipped with textured surfaces
- Offered in a variety of sizes

Kohler® Baths

Enjoy a more versatile bathing experience with convenient options to suit your needs.

- Left- and right-drain models
- Textured bottom surface
- Comfort Depth® design



FAUCETS, SHOWERING & SMART FEATURES

Crafted for comfort, style, and everyday luxury.

Intelligent design, everyday luxury | Faucets, showers & smart add-ons
Elevate your daily ritual with Kohler® faucets and showers, where smart design meets pure indulgence. Ergonomic handles, intuitive controls, and innovative smart features — like preset temperature settings and water-saving technology — to make every touch effortless. Personalize your perfect shower experience with a variety of spray options and choose from sophisticated finishes that resist scratches and tarnishing, ensuring your hardware looks as stunning as it performs for years to come.

Faucets and shower heads | Ergonomic controls, spray options, finishes



Smart add-ons | Arthen® digital valves for precision & convenience



See more online at:
mylifetimehome.com



VANITIES, TOILETS, ACCESSORIES

Your sanctuary of style, organization, and pure relaxation.

Complete the experience | Toilets, vanities, accessories
Transform your bathroom into an oasis with Kohler® vanities, toilets, and accessories — crafted for seamless organization and pure bliss. Thoughtful storage solutions keep your essentials within reach, while sleek surfaces and soft-close features add a touch of everyday luxury. From elegant finishes to innovative designs that maximize space, every detail is designed to bring comfort, style, and effortless functionality to your personal retreat.

Kohler® Toilets

Crafted for top-tier performance, design, and innovation.

Features like touch-free tech and self-cleaning comfort make every routine feel like a luxury.

Kohler® Vanities

Thoughtful storage meets inspiring design.

Classic influence with a modern, intentional look.

Kohler® Shelving, Seating, and Accessories

Smart storage with water-resistant floating & corner shelves.

Elegant, safety-forward seating with built-in handles and foldable options.





timesheet

letterhead



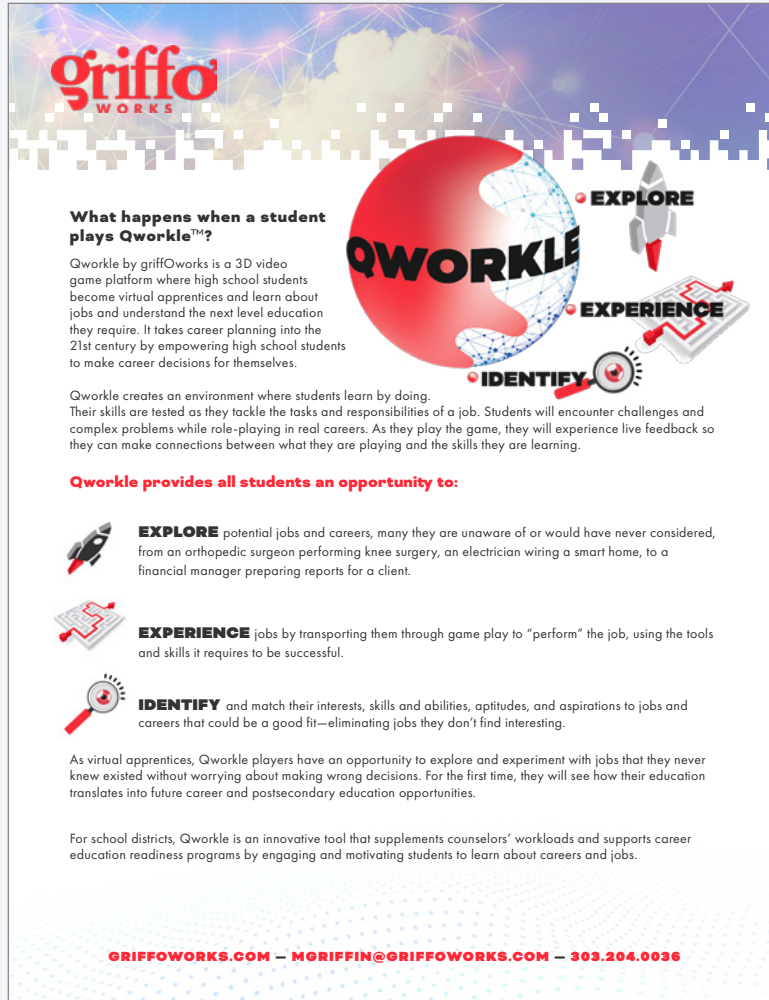
business cards

project
griffOworks
client
griffOworks

year
2023
role
Identity, layout, design

Identity and pitch materials for griffOworks, an edtech startup building a career-exploration game for high schoolers. The brand had to win over investors and still feel fun for students.

full case study found at:
tylerconwell.com/projects/griffoworks



What happens when a student plays Qworkle™?

Qworkle by griffoWorks is a 3D video game platform where high school students become virtual apprentices and learn about jobs and understand the next level education they require. It takes career planning into the 21st century by empowering high school students to make career decisions for themselves.

Qworkle creates an environment where students learn by doing. Their skills are tested as they tackle the tasks and responsibilities of a job. Students will encounter challenges and complex problems while role-playing in real careers. As they play the game, they will experience live feedback so they can make connections between what they are playing and the skills they are learning.

Qworkle provides all students an opportunity to:

- EXPLORE** potential jobs and careers, many they are unaware of or would have never considered, from an orthopedic surgeon performing knee surgery, an electrician wiring a smart home, to a financial manager preparing reports for a client.
- EXPERIENCE** jobs by transporting them through game play to "perform" the job, using the tools and skills it requires to be successful.
- IDENTIFY** and match their interests, skills and abilities, aptitudes, and aspirations to jobs and careers that could be a good fit—eliminating jobs they don't find interesting.

As virtual apprentices, Qworkle players have an opportunity to explore and experiment with jobs that they never knew existed without worrying about making wrong decisions. For the first time, they will see how their education translates into future career and postsecondary education opportunities.

For school districts, Qworkle is an innovative tool that supplements counselors' workloads and supports career education readiness programs by engaging and motivating students to learn about careers and jobs.

GRIFFOWORKS.COM — MGRIFFIN@GRIFFOWORKS.COM — 303.204.0036



Game-Based Learning Market

In a study conducted by One Poll on behalf of World of Warships, 42% of the 2,000 surveyed said that they

learned more helpful life skills through video games than the skills they gained in school.

\$11.0 BILLION (2021) **\$29.7 BILLION** (2027)

Game-Based Learning Market is expected to grow from Compound Annual Growth Rate (CAGR) of 21.9% during the forecast period.

"Give the students something to do, not something to learn; and the doing is of such a nature as to demand thinking; learning naturally results."

John Dewey

There are more than 214 million video game players across the United States and three quarters of all U.S. households have at least one person who plays video games.

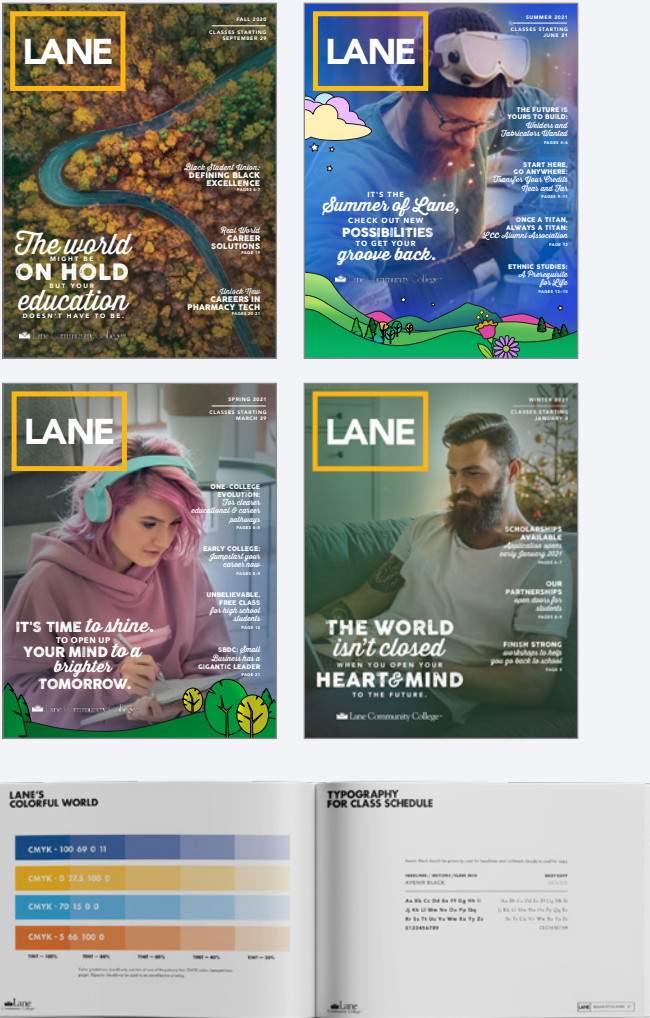
64% OF U.S. ADULTS AND 70% OF THOSE UNDER 18 REGULARLY PLAY VIDEO GAMES.

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process sketches



styleguide

project
Continuing Ed. Schedule
client
Lane Community College

year
2019-2022
role
Layout, design

Lane's quarterly class schedule, rebuilt from a plain course listing into a magazine people actually picked up. I designed it every season for three years, 24 to 44 pages an issue, and by the end I was laying out most issues myself.

full case study:
tylerconwell.com/projects/ces



damn good design.

view more



portfolio
tylerconwell.com



sizzle reel
vimeo.com/1211189617