

tyler conwell / design.

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DIRECTING BRAND AND CAMPAIGN WORK ACROSS AGENCY AND IN-HOUSE

I direct design work that earns attention and drives results by understanding the audience first. Seven years: four at a Denver advertising agency, two-plus as Creative & Design Manager at a home remodeling company. Brand, campaign, editorial, motion, OOH. Seeking an art director or senior designer role where design performs.

Art Direction • Brand Systems & Strategy • Campaign Concept & Execution • Editorial Design • Motion Design

Tools: Adobe Illustrator, Photoshop, InDesign, After Effects,
HTML/CSS, Email Marketing, Illustration, AI Image Direction

PROFESSIONAL EXPERIENCE

Creative & Design Manager, Lifetime Home Remodeling

Denver, CO | Feb 2024 – Apr 2026

- Drove creative strategy and brand execution for a growing, multi-location home remodeling company
- National Western Stock Show campaign: \$1.7M attributable revenue, 737 qualified leads, 68% YoY increase
- Concepted and launched The Life Times: quarterly internal publication, 500+ employee reach
- Led comprehensive brand audit; directed junior designer; promoted within 18 months

Senior Graphic Designer, Salvage Advertising

Denver, CO | Jan 2019 – Mar 2023

- Directed campaigns for higher education, healthcare, and hospitality institutions including Lane Community College, University of Minnesota Crookston, and Peninsula College
- Lane Community College campaign: 930 new student applications, exceeded annual enrollment goal in 9 months
- Recognized three consecutive years: Edu Ad Awards, Graphis New Talent Annual

Graphic Designer, Freelance

Denver, CO | Apr 2023 – Feb 2024

- Brand identity, web, and motion design
- Clients: Sounds True, Cruzomundo Storytelling Academy, Intrepid Church Planting Network, Cook Bradford & Levy

AWARDS & RECOGNITION

Edu Ad Awards (2020, 2021, 2022) • Graphis New Talent Annual (2018 Merit, 2019 HM) • A'Design Awards (2022 HM)

EDUCATION

BFA Communication Design, Metropolitan State University of Denver

(2014–2018) | NASAD-accredited

Art Direction Certificate, Path Unbound

(2025) | Creative leadership, visual strategy, comprehensive brand systems