TYSON HUBLEY

HELLO!

Pleased to meet you. I'm a designer/art director based in Southern California. I am passionate about digital and print design, as well as UX strategy and concept-driven problem solving.

I believe effective design is achieved through clarity of message and purpose. I understand that communication, compassion and kindness are integral parts of the design process and essential for managing client and internal staff relationships. I thrive in collaborative environments.

WORK EXPERIENCE

2024 – 2026: Senior Designer at Esri in Redlands, California

- I was responsible for the design of tradeshow booth graphics, signage, print and digital advertising, email colateral, socila media graphics, ebooks and print editorial, internal and external presentations, promotional merchandise, event key art campaigns and much more.

2020 – 2024: Director of Design at Sugar23 in Los Angeles, California

- Owned and evolved the Sugar23 brand and aesthetic and developed internal guidelines for usage across all divisions including film & television production, management, podcasts, and books.
- Lead the creative direction, branding, digital product design, and editorial design for Sugar23-owned podcasts, new business ventures, social media, and partner websites.
- Was Responsible for the creation, development, and organization of design systems across all brands and digital products.
- Managed teams of external vendors and partners.
- Designed and maintained decks and product prototypes for podcasts and unscripted television pitch presentations for all major networks and streaming platforms.
- Was responsible for project tracking, scheduling, and other management duties for all Sugar23 corporate design projects

2018 – 2020: Senior Visual Designer at Drop Labs in Echo Park, California

- Was responsible for all visual elements and expressions of the Drop Labs brand in digital product experiences (apps, web, campaigns), physical products, packaging, and marketing, and ensuring that all user-facing designs and touch-points in the user journey form a holistic, consistent and enjoyable user experience.
- Designed the device controlling app from concept to completion and supported development through asset creation on all iOS and Android device screen sizes, style sheets and interaction documentation.
- Conceptualized brand storytelling, prototyped and designed entire e-commerce website and provided support to development through style sheets and interaction documentation.
- Designed core product boxes, all accessories and supporting literature.
- Managed packaging projects from concept to completion, including working with vendors/partners, attending press check in China, validating samples and prototypes, managing dielines, and developing AQL Documentation.

- Designed system of shipping labels and asset delivery which included managing label assets (UPC, GTIN, SKUs and artwork and material part numbers), file management, and part number organization to align with BOM and Arena.
- Supported the Operations team through the design and management of SOP guidelines, product assembly and pack-out illustrations and documentation.

2014 – 2018: Art Director at Whalerock Industries in Los Angeles, California

- Managed a small team of designers.
- Oversaw all design solutions for multiple brands and products
- Designed and maintained websites and apps as well as publishable editorial content for wonderwall.com, howardstern.com, tested.com and moviefone.com
- Designed and maintained the personal app for Tyler The Creator as well as emoji apps for Ellen DeGeneres and the NFLPA
- Designed on-screen graphics, title sequences and key art for Tyler The Creator, Viceland, Simone Giertz, Amazon Prime, and for music videos by Steve Lacy and Radiant Children
- Created comprehensive prototypes and pitch decks for strategic partners including Comedy Central, Discovery Channel and Sirius Satellite Radio
- Made presentations to in-house stakeholders and external clients/partners

2008 – 2014: Senior Designer at Moxie Sozo in Boulder, Colorado

- Specialized in ultra-creative packaging design, editorial print design, identity and systems design and print production for start-ups and challenger-brands
- Designed responsive websites and applications
- Worked on multi-platform ad campaigns for Backcountry.com and Cateye Bicycle Computers
- Developed the name and product backstory for Baron Samedi Spiced Rum for Gruppo Campari
- Designed and produced weekly print programs, event signage and marketing material for The Aspen Music Festival and School for three seasons

2006 – 2008: Freelance Designer in the Boulder/Denver Area

EDUCATION

BFA in Communication Design from Metropolitan State University of Denver

PROFICIENCIES

Adobe Creative Suite, Figma, Sketch, Framer, Principle, Zeplin, Microsoft Office, Keynote, Canva, Slack, Trello, Jira, Asana, ClickUp, Workfront

CONTACT

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