



billtylerdesigns.com

209 10th Ave. South
Nashville, TN 37203

615.594.2019
billtylerdesigns@gmail.com

OVERVIEW

Accomplished and devoted career designer with demonstrated expertise in art direction, graphic design, exhibit design, and marketing. Experienced in the execution of successful branding initiatives resulting in significant revenue growth for corporations. Extensive knowledge of graphic design software applications across all platforms. Outstanding communication and interpersonal skills.

KEY COMPETENCIES

- Graphic Design
- Art Direction
- Web Marketing Design
- Exhibit Design
- Illustration
- Social Media
- Print advertising
- Printmaking
- Adobe Creative Suite

ACHIEVEMENTS SUMMARY

- Marketing direction and design for Apple specialist resulting in increased revenue of \$18,000,000 to \$32,000,000 over a 2-year period.
- Developed a successful fund-raising event for the Friends of Roger Lawrence. charity, resulting in 2 years of medical care for a military veteran with ALS.
- Special Judge's Honor "Addy" award for the Bill Monroe CD box set.
- Designed over 1300 published advertisements for Universal recording artists.
- Original woodcut art highlighted and published in *Graphic Impressions* magazine.

PROFESSIONAL EXPERIENCE

BILL TYLER DESIGNS, Nashville, TN
2012 to Present
Sole Proprietor

Developed graphic materials for Shoneys restaurant chain. Designed marketing material for WPLN's capital campaign. Art directed and designed production items for the "Nashville" television series. Designed fund-raising materials for use by the Nashville Film Festival. Illustrated, designed and directed the print production for *Tales from Tumble Inn*.

PEARL DRUMS, Nashville, TN
2010 to 2012
Graphic Designer

Art directed photography and graphic design for Pearl Drums' catalogs, packaging, and collateral print materials. Designed web marketing sites and directed social media look and feel. Worked directly with the marketing director and supervising art director to coordinate print and electronic media advertising.



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MACAUTHORITY, Nashville, TN
2007 to 2010
Marketing Director/Art Director

Planned and developed strategies for sales, using social media, electronic billboards, print advertising and television ads, resulting in MacAuthority's having its first \$1 million weekend of sales; in subsequent years, a \$2 million and a \$3 million weekend. Designed and developed a gift card program that was adopted by 62 Apple stores nationwide. All design and marketing efforts were developed in strict adherence to Apple corporate guidelines for design and branding. Planned all graphics, product displays, signage and storefront for a new MacAuthority store in Chattanooga, TN.

PREVIOUS WORK EXPERIENCE INCLUDES:

University of Mississippi Medical Center
Learning Resource Center

MS Department of Archives & History
Permanent and temporary exhibit design

EDUCATION

Millsaps College, Jackson, Mississippi
Bachelor of Fine Arts (emphasis in graphic design)

Mississippi State University
School of Architecture

PROFESSIONAL AFFILIATIONS

American Institute of Graphic Arts (AIGA), Nashville
Platetone Print Group, Nashville
Tennessee Craft Association, Nashville
Graphic Arts Society, Jackson, MS (President, 3 years)

SAMPLES OF WORK

Catalogs, logos, posters, illustrations, advertisements, etc.
available for view at billtylerdesigns.com