

# ty agens visual designer

## Ketchum Digital

### Visual Designer • 2016–present

Partner with account teams to conceptualize, design and produce digital and print campaign materials, from standalone graphics to website-email-social campaigns and presentations.

- Designed and wireframed the consumer website for Kikkoman USA and the Member Stories microsite for the National Health Service Corps (NHSC)
- Created infographics and social tiles for clients ranging from IBM to Hyundai, from medical practitioners with NHSC to the National Cattlemen's Beef Association
- Environmental banners and social media extension for MasterCard
- Designed seasonal graphics for Hershey promotional material
- Finalized design, produced graphics and provided CSS for an industry association website
- Produced one-sheets and brochures for a broad range of clients
- Developed presentations for client use and business development

Key Clients: IBM, Kikkoman, Hershey, MasterCard, NHSC, PepsiCo, FDA

## Ogilvy Public Relations

### Senior Designer, Strategy+Planning • 2003–2016

Collaborated with new business leads to create compelling presentations and collateral. Created posters, brochures flyers and invitations for key corporate initiatives and programs.

- Skilled at translating abstract concepts and processes into effective graphics and images
- Developed credentials systems which allowed for rapid customization and co-creation with account teams
- Awarded the 2012 "Unsung Hero" Professional Achievement Award

### Interactive Designer • 1999-2003

Responsible for creation of client websites, from information architecture to wireframes and UI design through final production graphics and animations.

- Designed and produced online advertising graphics
- Retouched, extended design and finalized print materials

Key Clients: Coca-Cola, Centers for Disease Control and Prevention, Government of Mexico, Unilever, National Heart, Lung and Blood Institute

## Freelance

### UI/UX, Art Direction, Design & Retouching • 2003–2017

**Bioplan Associates, Inc:** Designed and developed corporate website & blog. Created sales sheets, book covers and presentation templates

**Black & Machtinger, LLC:** Website design and programming

**Sony:** Designed interface screens and templates for Sony's PlayStation 3 applications

**Morgenthaler Private Equity:** Refreshed the corporate logo and designed corporate giving advertisements, CEO summit booklets, invitations and associated collateral pieces

## Early Agency Work

### Design, Production and Retouching • 1990–1999

**DZN—The Design Group:** Led a small group of production designers and retouchers converting the Universal Home Video back catalog to DVD—nearly 300 titles

**Rabuck/Carnie Advertising:** Retouch, print design, production and press checks

**J.R. Navarro & Associates:** Print design and production

## Skills

Photoshop, Illustrator, InDesign, Lightroom, WordPress, SquareSpace, Dreamweaver, Xd (for simple prototyping), HTML and CSS, Microsoft Office, MailChimp, BaseCamp

## Education

### Bachelor of Science, Advertising

University of Florida


**I'm a graphic designer based in Los Angeles who enjoys working on print, digital and presentation projects. I've worked in PR and advertising agencies with a few freelance clients along the way.**


**As a modern graphic generalist, I am at home designing for websites, wireframing, creating social tiles and infographics. I'm equally capable of taking print projects from concept through production and press check. And having an agency background, I have lots of experience in creating high-end presentations—always with an eye on the brand.**

**I love working with vibrant brands and smart people.**

**What can we do together?**

 [www.tyagens.com](http://www.tyagens.com)

 [tyagens@me.com](mailto:tyagens@me.com)

 +1 323-605-7896

 [linkedin/in/tyagens](https://www.linkedin.com/in/tyagens)