TYLER WHITMAN

ASSOCIATE CREATIVE DIRECTOR

CONTACT

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SUMMARY

Associate creative director with 12 years in agency creative, leading art and copy teams on brand platforms and integrated campaigns for retail, healthcare and consumer goods. Strong in storytelling, art direction and copywriting, still hands-on in Adobe Creative Suite and Figma, with pitches that have won 5 new accounts since 2023.

SKILLS

- Art Direction
- Copywriting
- Storytelling
- Adobe Creative Suite
- Figma
- Illustrator
- Photoshop
- InDesign
- Typography
- Branding

EDUCATION

Bachelor of Fine Arts
05/2014
University of Minnesota
Minneapolis, MN
Graphic Design

EXPERIENCE

Associate Creative Director 01/2023 - Present
North Loop Agency Minneapolis, MN
Integrated agency with 220 staff and national and regional clients.

- Lead a team of **9** art directors, copywriters and designers across 4 retail and healthcare accounts.
- Develop brand platforms and campaign concepts, taking 12 ideas a year from strategy brief to TV, social and in-store.
- Write and edit headlines and scripts, holding copywriting and art direction to one standard in every review.
- Present campaigns to client CMOs, helping win 5 new accounts worth $6M in annual fees.

Art Director 04/2018 - 12/2022
Lakeshore Creative Minneapolis, MN
Agency for food, outdoor and financial services brands.

- Directed campaigns for 7 brands, overseeing photography, typography and layout across print and digital.
- Built a branding toolkit in Illustrator and InDesign that 3 franchise brands used in 900 locations.
- Storyboarded a social video series in Figma that reached 14 million views in one season.
- Mentored 4 designers, 2 of whom were promoted to art director.

Senior Designer 06/2014 - 03/2018
Stone Arch Studio Minneapolis, MN
Design studio for packaging and brand identity.

- Designed identities and packaging for 25 consumer brands, from sketches to Photoshop comps and press checks.
- Created pitch decks and presentation boards for 12 new-business proposals.
- Managed print production with 6 vendors, keeping projects within 5% of budget.