

ART DIRECTOR / LEAD DESIGNER

TYLER
DAVIS

■ ■ ■ Accomplished Art Director with 20 years of experience in visual design, product design, branding, and creative strategy. Master-level expert in Adobe Photoshop, Illustrator, and Procreate, with advanced proficiency in InDesign. Proven track record in UI/UX, digital marketing, e-commerce, direct response advertising, and packaging design across advertising, entertainment, retail, fintech, and consumer goods industries. Adept at leading cross-functional design teams, developing data-driven creative assets, and executing high-impact marketing campaigns that drive brand engagement, customer acquisition, and revenue growth. Highly skilled in prototyping tools (Figma, Sketch) and e-commerce platforms. Passionate about pushing creative boundaries and delivering visually compelling experiences.

20 YEARS OF EXPERIENCE

2025

■ ART DIRECTOR

EVOLM INDUSTRIES, LOS ANGELES, CA FEB 2016 - PRESENT · 9 YEARS

Founded and led Evolm Industries, a design studio delivering cutting-edge branding and visual design solutions for clients in entertainment, tech, consumer goods, and retail. Created viral and collectible art products, leading to a 40% increase in audience engagement and a 25% rise in direct sales. Designed and developed e-commerce storefronts, streamlining customer experiences and increasing conversions. Directed end-to-end creative production for marketing campaigns, product packaging, and digital assets Utilized generative AI tools to accelerate ideation and streamline asset production. Created logo and branding strategies for a wide range of industries, ensuring strong market presence and cohesive brand identity. Managed and mentored a multidisciplinary team of designers, developers, and marketers. Fostered collaboration and creative excellence while consistently improving client metrics. Drove multi-channel marketing strategy, overseeing creative direction across social media, display ads, email, out-of-home, and print to maximize brand reach and engagement.

2020

■ ART DIRECTOR

SEEK CAPITAL, LOS ANGELES, CA FEB 2015 - FEB 2016 · 1 YEARS

Spearheaded the visual identity and branding strategy for fintech startup Seek Capital. Designed the company logo and developed digital assets, marketing materials, corporate site and landing pages. Worked cross-functionally with marketing and development teams to optimize UX/UI for fintech products. Refined digital strategy for increased lead generation, resulting in a 150% increase over time from initial launch.

2015

■ ART DIRECTOR

BREAKTHROUGH ADS, LOS ANGELES, CA JUL 2011 - JAN 2015 · 4 YEARS

Led creative strategy for high-impact direct response advertising campaigns in the fitness, nutrition, nutraceutical, and retail industries. Managed design and development teams across the U.S. and Australia to deliver landing pages, ad creatives, and product packaging. Led branding integration with performance marketing efforts, increasing campaign effectiveness across digital and print.

2010

■ LEAD DESIGNER ► ART DIRECTOR

ENCORE ADS, LOS ANGELES, CA APR 2010 - JUN 2011 · 1 YEAR

Promoted to Art Director within five months in recognition of leadership and creative excellence. Directed branding and design efforts for digital advertising campaigns targeting consumer audiences. Developed creative assets including ad banners, landing pages, and email marketing visuals. Optimized conversion-focused design strategies to improve ad performance and ROI. Designed branding and marketing materials for clients in digital advertising. Unified creative and marketing strategies, optimizing ad performance with a 30% higher CTR and 20% increased conversions.

2005

■ GRAPHIC DESIGNER ► ART DIRECTOR

BITEMARK, ORANGE, CA APR 2005 - APR 2010 · 5 YEARS

Promoted to Art Director in recognition of creative leadership and strategic vision for the label. Defined and executed the label's creative direction, unifying artist branding and marketing assets. Designed and refined brand identities, album artwork, and promotional materials for multiple signed artists. Created CD layout and packaging designs, ensuring high-quality presentation and brand consistency across physical media. Played a key role in developing the visual brand presence across print, merchandise, and digital platforms.

LEADERSHIP AND SKILLS

■ TEAM LEADERSHIP

CREATIVE TEAM DEVELOPMENT
CROSS-FUNCTIONAL COLLABORATION
PROJECT & DEADLINE MANAGEMENT
AGILE / ITERATIVE DESIGN LEADERSHIP
CLIENT COMMUNICATION
MENTORSHIP

■ DESIGN / BRANDING

ART DIRECTION
CREATIVE STRATEGY
BRANDING / IDENTITY DESIGN
UX/UI DESIGN
PRODUCT DESIGN
PRINT DESIGN

■ MARKETING / BUSINESS

E-COMMERCE & WEB DESIGN
DIRECT RESPONSE ADVERTISING
CREATIVE BRIEF DEVELOPMENT
PRESENTATION & STORYTELLING
DIGITAL / PRINT MARKETING
PACKAGE DESIGN

■ SOFTWARE/ TOOLS

ADOBE PHOTOSHOP (EXPERT)
ADOBE ILLUSTRATOR (EXPERT)
PROCREATE (EXPERT)
FIGMA (ADVANCED)
ADOBE INDESIGN (ADVANCED)
SKETCH (ADVANCED)

■ AI AUTOMATION

AI RAPID IDEATION
AI PROTOTYPING
MIDJOURNEY
CHATGPT / DALL-E
SORA
VEO 3