

TYLER EVANS

DIGITAL, DESIGN AND CREATIVE

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EXPERIENCE

FRIENDS OF BERNIE SANDERS // DESIGN DIRECTOR

APRIL 2020 - PRESENT

- Conceptualized and produced high-performing social assets for use across the senator's social media platforms; wrote accompanying copy for use across Twitter, Instagram, Facebook, and TikTok
- Worked with our technical director to develop and design unique and compelling branded elements for promotional purposes and for use during each livestream campaign event
- Designed posters, stickers, t-shirts, and other merchandise for promotional and fundraising purposes

BERNIE 2020 // LEAD DESIGNER

MARCH 2019 - APRIL 2020

- Lead a team of designers in creating products for all of the campaign's digital platforms, including Facebook, Instagram, Twitter, email, stickers, and more
- Established consistent design standards and maintained the style guide for all digital products
- Designed digital assets for rallies, concerts, and other live events in coordination with our scheduling and advance team
- Created a clean, versatile, and consistent branding suite for all of our campaign's livestream content in coordination with our video director
- Managed intake, production, and delivery of all assets requests from other teams on the campaign including production schedules for our design team

OUR REVOLUTION // DIGITAL COMMUNICATIONS COORDINATOR

APRIL 2018 - MARCH 2019

- Managed and created content for Our Revolution's social media presence across Twitter, Instagram, and Facebook, implementing a social strategy which led to substantial, sustained growth
- Created social media graphics for Instagram, Twitter, and Facebook
- Managed live event content for various events across the country alongside our principal
- Conceptualized, wrote for, and filmed mobile video for our produced social video content

AMERICAN BRIDGE 21ST CENTURY // SENIOR DIGITAL STRATEGIST & DESIGNER

MAY 2015 - APRIL 2018

- Managed day-to-day operations of the digital team in creating compelling, accurate, on-message content to drive American Bridge's narrative in a fast-paced, rapid response campaign-style environment, leading us to more than double our brand's digital footprint
- Managed projects from inception to completion, ensuring our brand and quality standards were maintained on tight deadlines
- Redesigned the organization's social branding from top to bottom, ensuring quality and distinctive imagery were at the forefront of everything our organization's name was on
- Designed social media graphics, research reports, tip sheets, and other digital presentations and materials for the organization

BATTLEGROUND TEXAS // PRINCIPAL DESIGNER & BRAND MANAGER

MAY 2014 - NOVEMBER 2014

- Expanded the organization's branding across social media and campaign literature
- Designed social graphics, t-shirts, stickers, literature, and more on a fast-paced, quality-driven team
- Redesigned concept and oversaw the implementation of the redesign of our website

EDUCATION

The Art Institute of Dallas
Dallas, TX
Bachelor of Fine Arts - Advertising Design
2005 - 2008

SKILLS

Adobe Photoshop Microsoft Excel
Adobe Illustrator Microsoft Powerpoint
Adobe InDesign Mobile photography
Microsoft Word Copywriting