

Elijah Tymkiv

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Professional Experience

<div>Group14</div> <div>2021 - 2021</div>	<div>Graphic Designer & Photo + Video</div> <div>Seattle</div> <div><div></div><div><ul style="list-style-type: none">- Designed board meeting decks for new seed round in collaboration with executives- Created (with Duane King as Creative Director) branded super graphic to support wayfinding- Curated company stock photo library for use in social media & press- Created original photo & video content of BAM factory under guidance of Grant Ray (VP Marketing)- Compiled original assets into a press kit- Photos & videos of Gov. Jay Inslee at Group14 for press & social media (published multiple times)- Directed executive talking head videos for social media and investors (setting up lighting, shooting & processing 2-3 streams of log footage with XLR audio into single videos with synchronized audio)- Developed video style with animations & sound effects, templitized for quick turnaround times- Storyboarded and created social media video content for marketing campaigns utilizing said template- Prepared photo assets for social media campaigns and developed mock-ups to speed up approval- Advised execs on YouTube algorithm, developed thumbnail template & provided best practices</div></div>
<div>The Marketing Practice</div> <div>2021 - 2021</div>	<div>Graphic Designer</div> <div>Seattle</div> <div><div></div><div><ul style="list-style-type: none">- Developed concepts for Xerox marketing campaign- Assisted in various design tasks according to style guides- Designed custom mailers for PARC (A Xerox Company) marketing to multiple industries</div></div>
<div>Limeade</div> <div>2019 - 2020</div>	<div>Graphic Designer</div> <div>Bellevue</div> <div><div></div><div><ul style="list-style-type: none">- Designed e-books, presentations, white papers, and brochures according to brand guidelines- Developed a criteria for picking stock photography to fully encompass diversity (socio-economic status, sexual identity, age, and race)- Concepted & planned photo shoot to create custom stock images, with approved budget of \$15,000 (canceled due to Covid-19)- Assisted brand refresh work with my photography criteria research- Re-imagined icons to assist the Art Director on brand refresh work- Developed a brand pattern using brand colors for use on e-books, brochures, & print material- Created an illustration system (enabling team to proficiently add illustrations to design material)- Worked on projects for corporate brands such as Honda, Bosch, and more- Designed co-branded swag for American Airlines, delivered production ready assets- Partnered with the people team to develop branded assets for college fair events- Worked on scripts, filmed, and edited videos with Henry Albrecht for client comms and conferences- Pitched a new product feature to the UX team with wire-frames</div></div>
<div>ELIJH</div> <div>2018 - 2019</div>	<div>Creative Agency</div> <div>Seattle</div> <div><div></div><div><p>ELIJH is a creative agency focusing on communication, brand development, & strategy - building brands and empowering businesses</p><ul style="list-style-type: none">- Serving clients through consulting, design & multimedia- Creating design solutions & solving core brand issues- Developed pitch decks for million-dollar contracts- Managing multiple client relationships simultaneously- Identifying brand strategy/positioning- Managing client social media channels & developing content strategies- Creating photo & video content used in web/marketing</div></div>
<div>Zoka Coffee</div> <div>2016 - 2018</div>	<div>Graphic Designer</div> <div>Seattle</div> <div><div></div><div><ul style="list-style-type: none">- Developed & implemented new logo & brand identity in a company with 20+ yr history- Lead re-branding on all social platforms, sales material and marketing- Redesigned packaging, signage, and print material in-line with new brand identity system- Provided creative direction & assets for website development- Illustrated & designed trade show banners for DPI Specialty Foods events- Designed grocery store product displays for Safeway® stores in the region- Managed company social media pages & developed content strategies- Identified/targeted more accurate social media follower base which increased retention by 15%- Traveled to single origin countries to document coffee journey & fair trade relationships- Interviewed affiliates in video documentary to bring brand story to social media- Created design solutions while managing multiple projects at a time with deadlines- Designed email & marketing campaigns which increased online sales by 10-15%</div></div>
<div>Everplush (Tricol Clean Inc.)</div> <div>2015 - 2016</div>	<div>Graphic Designer</div> <div>Seattle</div> <div><div></div><div><ul style="list-style-type: none">- Developed new logo and brand identity- Redesigned packaging & labels to appeal to a niche market- Designed trade show booths in line with marketing objectives & target audience- Directed product photo shoot & designed banners for Costco Roadshow events- Developed business collateral (sell sheets, catalogs, advertisements, web assets)- Updated Amazon Seller Central weekly to improve sales</div></div>
<div>Pacific Rehabilitation Centers</div> <div>2014</div>	<div>Graphic Design/Marketing Intern</div> <div>Bellevue</div> <div><div></div><div><ul style="list-style-type: none">- Designed print material for internal & marketing purposes- Collaborated with team to develop marketing campaigns</div></div>

Education

<div>Cascadia College</div> <div>2017</div>	<div>Associates Degree</div> <div><div></div><div><ul style="list-style-type: none">- President of the Creative Arts Club (2015 - 2016)- Designed college magazine “Yours Truly” layout in collaboration with team (2015, 2016)- Curated art to be published in college magazine “Yours Truly” from student submissions (2015, 2016)- Commisioned to create multiple posters for college events by Art Professor Chris Gildow (2015-2016)- Returned for multiple visits to present/speak to design class students about my work (2018-2019)</div></div>
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Skill

Lightroom Photography	Premiere Video	Illustrator Illustration	InDesign Copy writing	Photoshop Strategy	AfterEffects Marketing	Sketch Brand
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