

# Tyler Norton

## Creative Director & Strategist

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### Tyler Norton

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### Intro

I am a well rounded creative director and strategist with experience leading, designing, and managing. I would love to lead and mentor a diverse creative team that works on challenging digital projects while having influence on company and product strategy and direction.

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### Experience

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#### Mitrend / Creative Director & Strategist

2013 - 2019 / Remote

Responsibilities include shaping both company and product strategic direction as well as leading a team of developers and designers to execute brand development and product implementation. With over 10k+ users including multiple fortune 50 companies, our product has driven \$5b+ in revenue for our users.

#### Questex Media / Design Team Lead

2012 - 2013 / Newton, MA

Hired as a designer with four others to develop brands for industry leading trade shows and magazines. After three weeks, I was placed in the position of leading that group.

#### Self Employed / Graphic Designer

2009 - 2012 / Boston, MA

Worked on many projects as a freelance graphic designer and creative product strategist.

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### Education

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#### Emmanuel College / BFA Graphic Design

Class of 2009 - Boston, MA

Courses: Typography, Form Study, Graphic Design, Color Theory, Printmaking, Photography

#### Champlain College / Multimedia Graphic Design

2005 - Burlington, VT

Courses: Form Theory, Web Design, Color Theory, Typography

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### Applications

Adobe Creative Suite, Sketch, DaVinci Resolve, Atlassian Suite, Slack, Visual Studio Code, HTML, CSS, Wordpress, Github & Gitlab