

CHRYSTIE TYLER

Graphic Designer & Illustrator

561-704-3301

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chrystietylerillustration.com

Detail-oriented creative professional with a broad skill set including digital design, effective branding, visual communication, and storytelling.

SKILLS

PLM System Software	Project Management
Production Design	Photography/Editing
Graphic Design	Digital Drawing
Adobe Illustrator	Creative Thinking
Adobe InDesign	Problem Solving
Adobe Photoshop	Presentations
Adobe Acrobat	Asana/Wrike
Content Creation	WordPress
Illustration	Canva
Microsoft 365	Zoom

PROFESSIONAL AFFILIATION

Association of Medical Illustrators
Professional Member

EDUCATION

Rochester Institute of Technology (RIT)

Rochester, NY — 2017 to 2021

Bachelor of Fine Arts (BFA)

Major: Medical Illustration

Minor: Advertising and Public Relations

COMMUNITY

Figure Skating Coach, 2019 to present

Various Training Programs — Buffalo, NY

Figure Skater, 2005 to present

U.S. Figure Skating Gold Medalist

Moves in the Field

PROFESSIONAL EXPERIENCE

New Era Cap — Buffalo, NY
Headwear Design Production

Graphic Operations Coordinator, Sept 2023 to present

Serves on the Product & Graphic Operations team to support graphic/artwork deliverables in relationship to adopted product designs for program and custom accounts (ie. *Lids*, *Fanatics*, etc). Submits design concepts through the Design Approval process and revises artwork when needed in accordance to league/team guidelines and updates.

- Executes mass product tech packs based on Design team's direction and replicates artwork across all leagues/teams with high-level speed and accuracy
- Ensures that all aesthetic design, color, fabrics, logos and trims are translated into sales assets and production ready standards in alignment with New Era Caps "Product Lifecycle Management" (PLM) systems
- Collaborates with the Product Line Management team to confirm that the wants/needs of the clients were met in both design and legal approval aspects

Washington University — St. Louis, MO (remote)

Department of Surgery, School of Medicine

Graphic Designer/Medical Illustrator, 2021 to 2023

Communicative designer that visually showcased the diverse work of the Department of Surgery through patient education materials, illustrations, blog content, and annual report campaigns. Served on a communications team as a creative director and graphic design lead with a proven track record of project managing and producing dynamic content for the 5th-ranked medical research school in the country.

- Successfully crafted 800+ page designs for patient education content
- Elevated creative initiatives for 14 institutional divisions with assets shared throughout digital, web, print, and social platforms
- Art directed 150+ digital infographics and medical illustrations, brand guidelines, web page and email headers, social media, and print collateral
- Collaborated with content and creative for 6 annual reports for four teams: Department of Surgery, Division of Plastic & Reconstructive Surgery, Cardiothoracic Surgery, and Urologic Surgery
- Acted as liaison between in-house design department, patient education team, and local print partner
- Managed creative requests and collaborated with client-facing doctors, medical chiefs, directors, and faculty

Washington University — St. Louis, MO (remote)

Department of Obstetrics & Gynecology, School of Medicine

Scientific Graphic Designer, 2021

Collaborated on medical illustrations and visuals for the Department of Obstetrics & Gynecology. Projects included design for research-related publications, websites, grant proposals, scientific presentations, newsletters, posters and flyers.

- Created digital assets for department use to enhance grant proposals and presentations
- Visually interpreted and communicated research for doctors
- Directly coordinated with doctors on project scopes and reviewed drafts until figures were accurate and ready for grant submission

Rochester Institute of Technology — Rochester, NY (Remote)

Personalized Healthcare Technology (PHT180)

Production Artist, 2020 to 2021

Produced accurate visuals for patient interaction to enhance healthcare access and personalize therapies.

- Produced drug prevention animations used for clinical education
- Created digital assets for web and presentations
- Met with doctors and researchers weekly to conceptualize visuals and produce accurate content