

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, visual communication, storytelling, and effective branding.

SKILLS

Graphic Design
Medical Communications
Medical Illustration
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Acrobat
Content Creation
PLM System Software
Production Design
Digital Drawing
Project Management
Photography/Editing
Creative Thinking
Problem Solving
Asana/Monday
Microsoft Suite
WordPress
Copilot
Figma

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

P-VALUE GROUP — CEDAR KNOLLS, NJ (REMOTE)
A PUBLICIS HEALTH COMPANY
GRAPHIC DESIGNER/MEDICAL ILLUSTRATOR, PRESENT

Supports the Creative Team through design needs for internal and external projects. Projects include production of initial design, layout, and revisions for the following:

- Medical Illustrations & Figure/Graph redraws
- PowerPoint slide decks
- Virtual and live meeting collateral (eg, invitations, signage, folders)
- Convention advertisements (eg, banners, signs, booth material, journal advertisements, etc.)
- Brochures, newsletters, sales aids, etc...
- Support creative design
- Scientific posters
- Logos/icons

NEW ERA CAP — BUFFALO, NY
HEADWEAR DESIGN PRODUCTION
DESIGN OPERATIONS COORDINATOR, 2023 – 2025

Executed the design components for go-to-market deliverables, including tech pack and selling tool creation. Team worked well under tight deadlines with multiple projects underway.

- Collaborated with the Mechanizing team to confirm that the wants/needs of the clients were met in both design and legal approval aspects
- Ensured all aesthetic design, color, fabrics, logos and trims were translated into sales assets and production ready standards in alignment with Product Lifecycle Management program system
- Assisted with design creation, conception, and color theory for exclusive products and client collaborations

WASHINGTON UNIVERSITY — ST. LOUIS, MO (REMOTE)
DEPARTMENT OF SURGERY, SCHOOL OF MEDICINE
GRAPHIC DESIGNER/MEDICAL ILLUSTRATOR, 2021 – 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 – 2021

Produced accurate visuals for patient interaction to enhance healthcare access and personalize therapies. This included digital assets for web and presentations and meeting with doctors/researchers weekly to conceptualize visuals and produce accurate content.