

TYLER ROSE.

SENIOR ART DIRECTOR

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PROFESSIONAL SUMMARY

Senior Art Director and multidisciplinary creative professional with 15 years of experience in art direction, graphic design, brand development, creative strategy, and integrated advertising and marketing communications. Combines hands-on design, creative execution, conceptual thinking, and copywriting expertise to translate business objectives into compelling visual solutions across print, digital, and web formats. Experienced in creative project management, leading design teams, directing creative partners, and maintaining brand integrity across healthcare, financial services, economic development, government, and corporate environments.

CORE COMPETENCIES

Art Direction | Creative Direction | Brand Strategy & Management | Visual Identity Systems | Integrated Campaign Development | Concept Development | Visual Identity | Creative Team Leadership | Stakeholder Management | Copywriting | Marketing Strategy | User Research | Vendor & Production Management | Typography | Graphic Design | Creative Project Management | Cross-Functional Collaboration | Client Presentations | Client & Account Management | Photography Direction | Time Management

PROFESSIONAL EXPERIENCE

Senior Art Director / Creative Director / Owner | Tyler Rose Creative — Charlotte, NC Jan 2014 – Present

Independent creative practice offering strategic communications, branding, writing, and design services alongside and between full-time positions.

- Lead branding, marketing, and digital communication initiatives and handle all account management for healthcare, government, and corporate clients, including Atrium Health Foundation, CaroMont Health, and Mecklenburg County, NC.
- Deliver end-to-end creative projects independently and collaborate with agency teams on larger initiatives, providing white-label creative solutions for clients across healthcare, business, higher education, professional and collegiate sports, and nationally recognized attractions.
- Support large Compass Group RFPs, producing end-to-end pieces and designing components of broader deliverables.
- Conceptualize and develop brand identities, logos, and supporting visual assets and brand collateral from initial sketch through production, combining art direction, graphic design, typography, and writing to address client-specific objectives.
- Manage the McMillan Rose brand and visual identity system, from initial creation to ongoing updates as the brand grows.
- Partner with agencies on campaign branding, including “Change for Life” for the Mecklenburg County Health Department.
- Shape marketing, messaging, and design strategies by planning and facilitating custom user research that informs creative direction and communication decisions.

Art Director | Charlotte Regional Business Alliance — Charlotte, NC Jan 2019 – Feb 2022

- Delivered integrated advertising and marketing campaigns across print, digital, social media, and out-of-home channels by leading concept development, art direction, visual direction, design, and creative execution.
- Designed and produced all newsletters, annual and quarterly reports, and RFP responses.
- Reduced production turnaround times and outside printing costs by identifying and implementing more efficient processes for developing and producing branded materials.
- Maintained consistent corporate branding by overseeing graphic standards, evaluating visual identity updates, and ensuring alignment across internal and external communications and brand assets.
- Managed simultaneous creative projects from planning through production and delivery, directing external creative partners, freelancers, print vendors, and suppliers while balancing quality, costs, and deadlines.
- Served as the primary creative contact, leading client meetings to gather requirements, present creative work, and brief teams.
- Informed strategic marketing initiatives through user research, audience personas, and conversion funnels, integrating audience insights into campaign planning and creative development.

Interim Art Director (Contract) | Charlotte Regional Business Alliance — Charlotte, NC Oct 2018 – Jan 2019

- Served as Interim Art Director for the Charlotte Chamber during its merger with the Charlotte Regional Partnership, a four-month contract engagement preceding the subsequent Art Director position.

- Led the conversion to the new Charlotte Regional Business Alliance brand using agency-delivered materials, managing signage installation and the creation of all new internal and external collateral, and creating all new experiential pieces for events.
- Developed creative concepts, design comps, and client-ready visual assets for assigned Charlotte Chamber projects.
- Collaborated with cross-functional teams and external suppliers, incorporating feedback while coordinating production schedules, budgets, and design requirements.

Visual Design Specialist | Horizon Investments — Charlotte, NC

Aug 2017 – Apr 2018

- Developed brand and marketing collateral aligned with professional clients' business objectives, providing strategic design support and creative solutions for the sales team's marketing initiatives.
- Supported website design and redesign projects through user research and creative development, translating client requirements into digital design solutions.
- Maintained ongoing client relationships by updating and refining brand identities and marketing collateral to support continued marketing needs.

EARLIER RELEVANT EXPERIENCE**Creative Strategist** | Carolinas HealthCare System (Atrium Health) — Charlotte, NC

Jan 2015 – Oct 2015

- Bridged communication between healthcare system stakeholders and the marketing team, relaying their feedback.
- Co-developed marketing and creative solutions to address stakeholder concerns, pitching the work alongside marketing leaders to department leaders and physician administrators.
- Managed complex projects through structured review and quality assurance processes, applying close attention to detail.

Manager, Art Direction | Carolinas HealthCare System (Atrium Health) — Charlotte, NC

Apr 2012 – Jan 2015

- Led and mentored an award-winning team of six graphic designers producing high-volume marketing and communications materials across a multi-state healthcare system.
- Directed B2C healthcare marketing creative for service lines including cancer, women's health, pediatrics, and neurology, as well as campaigns introducing new treatment options such as da Vinci robotic surgery and a laser-based cancer treatment.
- Helped establish a system-wide brand management program adopted across all facilities, contributing to corporate brand repositioning and consistent visual identity systems and brand standards.
- Maintained brand integrity and creative quality as the primary creative contact for internal stakeholders, balancing project deadlines, organizational requirements, and competing creative priorities.

Creative Editor | Carolinas HealthCare System (Atrium Health) — Charlotte, NC

Jul 2011 – Apr 2012

- Contributed to the visual rebranding of the healthcare system's website in collaboration with the Digital Marketing team.
- Maintained quality standards for digital imagery, visual design, and brand consistency across consumer-facing web content.
- Served as project lead on high-priority initiatives while supporting digital communications and website-related creative projects.

EDUCATION**Bachelor of Arts in English Writing, Minor in Fine Arts** | Appalachian State University — Boone, NC | 2003–2007**Certificate in Art Direction** | The Creative Circus — Atlanta, GA | 2008–2010**TECHNICAL SKILLS****Creative & Design:** Adobe Creative Cloud / Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Canva | Figma AI | Typography | Color Theory | Photo Editing | Editorial Design | Client Presentations**AI & Digital Tools:** Adobe Firefly | ChatGPT | Claude | Google Analytics | AI Prompting | WYSIWYG Coding**Productivity:** Google Workspace | Microsoft Office**Additional software:** Microsoft Word | Microsoft Excel | Microsoft PowerPoint | Apple Mac | Monday.com | Slack | Trello**SELECTED PROFESSIONAL DEVELOPMENT****AI-Powered Design & Creative Tools** | **AI Tools for Creative Design** | **Claude Design Fundamentals** — SkillsBooster Academy**Building Generative AI Capabilities** — University of Virginia Darden School Foundation**Generative AI Leader** — Google Cloud | **Google AI Essentials Specialization** — Google**Figma for UI/UX: Master Web Design in Figma** — Packt | **HTML/CSS Basics** — How University**Digital Marketing Circuit Certificate** | **Advanced Social Media Strategies** — General Assembly, Atlanta**Introduction to Marketing** — Wharton Business School