

Tyler Rose

ART DIRECTOR – DESIGNER – CREATIVE STRATEGIST – BRAND LEADER

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PROFESSIONAL OVERVIEW

Results-driven Art Director, Designer, Brand and Marketing Leader with 15 years of experience guiding brand strategy, creative direction and integrated marketing initiatives for healthcare organizations, financial institutions, economic development agencies and corporate clients. Recognized for building strong brands, leading high-performing teams and translating complex business objectives into compelling marketing and communication strategies that drive engagement, growth and organizational success.

PROFESSIONAL EXPERIENCE

Tyler Rose Creative | Charlotte, NC, Creative Director / Owner

Present

Since 2014, and in-between full-time roles, manage an independent creative practice providing strategic communications, branding, writing, and design services. Trusted by agencies and organizations to deliver white-label creative solutions for high-profile clients across diverse industries, including healthcare, business, higher education, professional and collegiate sports, and nationally recognized attractions.

- Developed branding, marketing and digital communication initiatives for healthcare, government, and corporate clients, including Atrium Health Foundation, CaroMont Health, Mecklenburg County, NC and Compass Group
- Create brands, logos and related collateral materials
- Facilitate custom user research to elevate marketing and design strategy
- Create print, digital and web solutions to meet the individual needs of clients

Charlotte Regional Business Alliance | Charlotte, NC, Art Director

2018 - 2022

Visual brand ambassador responsible for concept, design and production of marketing and communications materials and graphic identity. Lead design for key projects and signature events

- Oversaw and enforced graphic brand standards, evaluated and updated corporate graphic identity as appropriate
- Worked with internal and external vendors to evaluate design, print capabilities and graphic standards to ensure a quality, brand-specific product
- Identified and implemented budget and time efficiencies in the production of brand materials
- Responsible for planning, design, production and trafficking of all internal and external communications materials
- Implemented strategic marketing tactics including user research, conversion funnels and personas
- Served as the lead for collateral designed and/or printed out-of-house, ensuring best price and quality

Horizon Investments | Charlotte, NC, Visual Design Specialist

2017 - 2018

Provided strategic and creative services for the sales team in support of marketing needs of multiple professional clients

- Reviewed new client business objectives and assisted in creating new and improved brand and collateral materials including print and website design or redesign as based on user research
- Maintained contact with existing clients and updated and refined brand and collateral materials

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

2015 - 2015

Facilitated creative concepts and solutions in support of select internal stakeholders

- Responsible for coordinating relationships between CHS marketing and several key entities within the CHS family
- Accountable for complex organizational tasks requiring verified quality solutions

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

2012 - 2015

- Managed a team of 6 award winning graphic designers producing a high volume of quality marketing collateral across a multi-state healthcare system
- Ensured brand integrity among all internal stakeholders
 - Key participant in repositioning the corporate brand and the creation of brand management program

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

2011 - 2012

- Worked with Digital Marketing Team to provide a meaningful web-related consumer experience
- Responsible for quality of imagery, design and brand integrity
 - Assisted with the visual rebranding of the healthcare system-wide website
 - Participated in high-priority projects, often as project lead

EDUCATION

Appalachian State University | Boone, NC | B.A. English Writing, Minor in Fine Arts

2003 - 2007

The Creative Circus | Atlanta, GA | Certificate in Art Direction

2008 - 2010

PROFESSIONAL SKILLS

Communication	Stakeholder Management	Marketing Strategy	Time Management
Team Management	Vendor Management	Brand Management	Campaign Development
Problem-solving	Copywriting	Adaptability	Decision-making

TECHNICAL SKILLS

Adobe Creative Suite	Photoshop	Canva	Multiple CMS
Google Suite	Illustrator	Generative AI	Google Analytics
Microsoft Office	InDesign	AI Prompting	WYSIWYG Coding
ChatGPT	Claude	Adobe Firefly	Figma AI

PROFESSIONAL DEVELOPMENT

- AI-Powered Design & Creative Tools – SkillsBooster Academy
- Claude Design Fundamentals – SkillsBooster Academy
- Generative AI Leader – Google Cloud
- Figma for UI/UX: Master Web Design in Figma – Packt
- Google AI Essentials Specialization – Google
- Digital Marketing Circuit Certificate – General Assembly, Atlanta
- HTML/CSS Basics – How University
- Advanced Social Media Strategies – General Assembly, Atlanta
- Introduction to Marketing – Wharton Business School
- Google Analytics Basic – Google