

SHANE TYLER

Senior Graphic Designer | Motion Graphics | Branding | Retail Marketing
832-797-9209 | shanetyler82@gmail.com | www.styler.media | Remote — Magnolia, TX

PROFESSIONAL SUMMARY

Senior Graphic Designer with 20+ years of experience creating brand, campaign, motion and digital design for national retail and real estate marketing. Expertise spans cross-channel campaigns, eCommerce, social media, email, print, packaging and in-store environments. Proven ability to manage high-volume creative production, maintain brand consistency and collaborate with cross-functional teams in remote environments.

PROFESSIONAL EXPERIENCE

Graphic Designer (Contract) *February 2026 – Present*

Perry Homes

- Projects span a wide range of deliverables including community information sheets, event flyers and invitations, ready-to-move-in promotional materials, social media graphics and real estate marketing collateral
- Produce and update map overlay graphics for drone footage, photo resizing and optimization for web and brand-consistent print and digital assets across multiple communities.
- Managing a fast-paced, varied workload remotely. 100+ individual projects completed, with consistent quality and quick turnarounds

Senior Graphic Designer *May 2023 – January 2026*

Lowe's Pro Supply

- Designed and produced digital marketing assets for multi-channel campaigns including email marketing, social media graphics, web banners, landing pages and animated digital content.
- Introduced and championed Figma adoption into the design workflow, improving efficiency and collaboration across a remote team of four designers supporting a national B2B marketing operation.
- Designed and animated synchronized dual-screen video content for the annual NAA Apartmentalize Conference, a major national trade show reaching thousands of industry professionals.
- Maintained brand consistency and quality across all digital channels while coordinating remotely with marketing, production and creative stakeholders across the country.

Senior UI Digital Designer *February 2022 – May 2023*

Academy Sports + Outdoors

- Designed UI for the academy.com homepage, eCommerce landing pages and mobile app using Figma, contributing to a major visual modernization of one of the nation's largest sporting goods retailers.
- Designed and delivered the complete Holiday Campaign UI template system, covering Black Friday, Cyber Week and Christmas, used as the creative foundation for the entire eCommerce team's seasonal rollout.
- Built reusable component libraries, design systems, variants, prototypes and Figma auto-layout structures that improved production speed and ensured consistency across desktop, mobile and app platforms.
- Bridged communication and creative alignment between Marketing and eCommerce departments, reducing inconsistencies and improving cross-team workflow and brand cohesion.
- Collaborated with Project Managers, Developers, Merchandising and QA/UAT teams to deliver weekly digital experiences on aggressive production cycles.
- Contributed to A/B testing, versioning and ongoing visual refinement of digital experiences.

Senior Graphic Designer *March 2012 – February 2022*

Academy Sports + Outdoors

- Led creative design for major national retail marketing campaigns including Back to School, Holiday and co-op brand takeovers with Adidas, Reebok, NASCAR, Bassmaster, Houston Astros and Houston Texans.
- Became the department's dedicated motion graphics and animation specialist. Self-taught in Adobe After Effects, producing social media animations, email hero animations, stadium ribbon boards, LED videoboard graphics and trade show video content.
- Produced hundreds of packaging SKUs for multiple private-label brands including a full brand system redesign for Game Winner, BCG and No Limits.
- Designed large-format print and in-store retail materials including department signage, floor graphics, ceiling banners, billboards, magazine covers, gift cards and grid toppers deployed across 270+ retail locations.
- Partnered with Photo Studio team for multi-year art direction, developing mockups, attending on-site and off-site shoots and completing final production layouts.

Graphic Designer *March 2003 – March 2012*

Academy Sports + Outdoors

- Designed weekly print inserts, ROP newspaper ads, direct mail campaigns, billboards and in-store signage for a high-volume retail marketing operation during a key period of company growth.
- Collaborated with buyers and marketing leads to maintain brand and layout consistency across high-volume print production cycles, developing strong production fundamentals and brand discipline.

SKILLS & COMPETENCIES

Motion Graphics & Animation (After Effects) | Campaign Design & Art Direction | Brand Identity & Visual Design | Email Design & Marketing | Social Media Design | UI Design | Digital Advertising | Web Graphics & Banners | Packaging Design | In-Store & Print Production | Real Estate Marketing | eCommerce Design | Omnichannel Marketing Design | Figma (Certified) | Responsive Design | Component Systems & Design Systems | Asset Management | Photo Art Direction | High-Volume Production | Remote Workflow | Cross-Functional Collaboration

Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Media Encoder, Figma, Adobe Lightroom, Final Cut Pro, Adobe Workfront, Microsoft Teams, Mac OS

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Ultimate Figma Masterclass 2.0 — The Designership (Certified, 2026)
- Adobe After Effects - Skillshare + self-directed coursework (ongoing since 2012)
- Continuous professional development in motion graphics, video editing, photography and videography

EDUCATION

Associate of Applied Science, Graphic Design

The Art Institute of Houston | 2001 – 2003