

SHANE TYLER

Senior Graphic Designer | Motion Graphics | Branding | Retail Marketing
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PROFESSIONAL SUMMARY

Senior Graphic Designer with 20+ years of experience in retail marketing, brand design, motion graphics, and high-volume campaign production. Proven track record designing for national retail brands across digital, print, eCommerce, email, social media, and in-store environments. Expertise in motion graphics and animation (Adobe After Effects), visual identity, packaging design, UI design, and cross-channel campaign development. Figma certified. Highly skilled in Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Lightroom, Media Encoder, and Firefly. Comfortable leading large-scale creative projects independently or within cross-functional marketing teams in remote environments.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer *February 2026 – Present* **Perry Homes | Contract**

- Providing ongoing contract design support across a high volume of projects
- 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. Managed tasks via Jira in a fast-paced Agile-adjacent workflow.

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