

# TYLER LOEBIG

Graphic Designer + Creative Director

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## EXPERIENCE

### **Pixel Bakery | August 2019 — Present**

#### *Multimedia Designer*

Create motion graphics, branding, videos, websites, illustrations and various animations for local and national companies. I participate in storyboarding, copywriting, and client meetings to prepare visuals for several brands. I also engage within the community on design workshops with young creatives.

### **NSAC | October 2018 — Present**

#### *Creative Director*

As Creative Director for the National Student Advertising Competition team, I am in charge of leading the design, copy, and digital media team to create an inspiring campaign for the client Adobe. Our team presented at the regional competition and placed.

#### *Graphic Designer*

I was one of three graphic designers that created the print plans book and digital presentation. Our team won "most creative execution" of the eight teams that presented in the regional district.

### **Jacht Ad Agency | August — December 2019**

#### *Graphic Designer*

In this student run advertising agency, I specifically worked with two local clients to create branding and identity systems. While working in small teams of strategists and account executives, we carried out daily tasks and monthly objectives.

### **UNL Explore Center | May — August 2019**

#### *Graphic Design Intern*

While working with the communication team, I designed print and digital materials for pre-professional and undeclared students as well as recruitment. During my time in this position, I created their new brand identity.

### **Great Plains Museum | March — August 2019**

#### *Communications Intern*

Working alongside the communications coordinator, I developed print, video, and digital collateral to promote the museum. I had the opportunity to individually brand three exhibitions and the 2020 conference on climate change and culture in the great plains.

+ REFERENCES AVAILABLE UPON REQUEST

## ACTIVITIES

### **UNL AIGA**

August 2018 — Present

#### *Recruitment Chair*

Through meetings, tours, and events, I help foster a community for student designers to come together.

### **The Alliance for the Arts in Research Universities**

February 2019 - Student Summit

November 2019 - National Conference

I was one of four students selected to attend the a2ru interdisciplinary design conference as well as attend the national conference.

### **AAF Ad Club**

August 2018 — Present

Attend various meeting, tour local agencies and studios, as well as network with local professionals.

## EDUCATION

### **University of Nebraska-Lincoln**

Graduation: May 2020

*BA in Graphic Design*

*BJ in Advertising + Public Relations*

*Minor in Psychology GPA: 3.7*

### **Southeast Community College**

May 2016 | *Associates of Arts*

## PROFICIENCIES

- + Adobe Creative Cloud
- + HTML + CSS
- + DSLR Photography
- + Strategic Thinking
- + Team Communication
- + Leadership
- + Time Management
- + Problem Solving