

TYSON RIVERA

Art Director / Brand Strategist / Designer

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I am a motivated and passionate creative designer who consistently strives to push the boundaries of creativity and brands. I have a strong work ethic and continue to seek new opportunities to innovate and bring fresh ideas to the table. In my free time, I have a passion for being outdoor and spending quality time with my family.

Companies and brands I've worked with: Boot Barn, Brothers & Sons, Sheplers, RANK45, Cleo+Wolf, Shyanne, Cody James, Mission First Outfitters, U Brands LLC., Smead Manufacturing, Cross Colours, Callaway Golf, Odyssey, O-works, Toulon Design, CG Creative, Microsoft Enterprise, Quiverr Creative, Coomber Wines, Level Entertainment, JCPenney, Kohl's, Target, Walmart, Macy's, Reebok, Sauvicito, Red Rock Casino, Marvel, Party Favor Music, Hang Ten, Disney, Rastaclat, and Star Wars.

Expertise

Brand Design, Identity Development, Creative Strategy, Project Management, Concept Design, Graphic Direction, Graphic Design, Design Strategy, Content Curation, Market Evaluation, Packaging Design, Logo Design, Trend Forecasting, Team Management.

Qualities

Effective Communication, Creative, Innovative, Deadline and Goal Driven, Creative Issue Resolution, Flexible and Adaptive, Team Player, Resilient, Focused, Imaginative, Courageous, Good Design Sense, Punctual and Efficient. Diplomatic, Executes on Strategy.

Proficiency

Adobe Program Suite - Photoshop CC, Illustrator CC, InDesign CC, Acrobat DC, Lightroom CC, Bridge CC
Microsoft Office Suite – MS Word, MS Excel, MS Outlook, MS PowerPoint
Online Platforms - Slack, Trello, Basecamp, Asana, Quip, Shopify, Squarespace

Experience

2005 – Current

Design Manager // Boot Barn Inc. // Irvine, California
October 2019 – Current

- Collaborates with the marketing team to develop creative briefs and brand guidelines for all exclusive brands and parent brand.
- Designs logos, digital assets, packaging, advertising materials, and other visual elements that convey the brand's message.
- Creates presentations and prototypes to showcase design direction and strategy for stakeholder/executive approval.
- Manages projects and works with printers, photographers, copywriters, designers and other suppliers to ensure designs are executed correctly and on-time with a cohesive visual design strategy.
- Keep up-to-date industry trends and best practices to continuously improve the brand's visual identity.
- Conceptualize and communicate creative ideas, developing innovative, fresh concepts and present to executive team.
- Oversees the entire design process, from initial concept development to final production, ensuring that all elements meet the highest standards of quality and creativity.
- Manages a team of designers, ensuring they have proper resources, support, and comprehensive design direction to succeed.
- Presents brand guidelines and visual identity systems to exclusive brands team to align design initiatives for all on-going and up-coming lines of over 1000 SKU's of apparel in-turn effectively communicating the creative vision and value proposition to the customer.

Special Projects // Boot Barn Inc. // Irvine, California
February 2021 – June 2022

Sr. Brand Designer - Sheplers // Boot Barn Inc. // Irvine, California
October 2019 – February 2021

Experience

2005 – Current

Sr. Graphic Designer // Callaway Golf // Carlsbad, California

April 2017 – February 2019

- Assist in brand development for new products in both hard goods and soft goods markets, domestically and internationally.
- Conceptualize, develop and execute on multiple branding strategies and assets for 2019 soft goods products in green grass and big box stores while evaluating current brand position and target markets.
- Collaborate, develop, and present a wide range of visual solutions for core products marketed both online and in-store with consideration executions all remained in-line with go-to-market strategy and team action plans. (Brands created communications for: Odyssey, Toulon, Stroke Lab, Epic, Epic Flash, Apex, Big Bertha, Rogue, Chromesoft, Supersoft, ERC Soft.)
- Design and assist in global launch assets for key products across multiple channels including online and in-store.
- Evaluate market retail space and create packaging that's innovative, competitive and engaging.
- Effectively managed multiple projects in a fast paced, ever changing environment
- Work with and receive input from, Creative Director, retail accounts and brand teams to insure work remains in-line with project scope the brand voice strategy.

Art Director // Quiverr Collective // Carlsbad, California

February 2016 – March 2017

- Lead and direct all creative direction for proprietary brands both on Amazon and externally.
- Develop brand strategies and positioning for new products and evaluate existing ones based on their market viability.
- Develop a wide range of visual solutions for proprietary products and agency brands while targeting new markets and customers.
- Collaborate and present in online strategy meetings for product releases.
- Create all online media for product launch initiatives while managing outsourced creative efforts all within brand guidelines and project scope(s).
- Evaluate market retail space and create packaging that is innovative, competitive and engaging.
- Developed corporate identity for parent company and brand assets for cross-functional applications
- Conceptualize new corporate interior and company layouts based on workflow function and traffic flows needs.

Sr. Graphic Designer // Hybrid Apparel LLC. // Cypress, California

January 2011 – February 2016

- Create full graphic lines for 10+ Fortune 500 companies ensuring market viability while maintaining graphic guidelines and customer brand recognition.
- Consult and conceptualize graphic direction with creative director using industry design software, photography, typography and image editing practices to develop a wide range of visual solutions.
- Prepare and present branded assets, preliminary designs and mock-ups for projects according to presentation scope, objectives, selling reports and client requests.
- Prepare final layouts, suggest alterations and manipulate photos for production designs and meetings, confirming deliverables meet expectations.
- Company-wide November employee of the month for Productivity and YTD product sell-through.

Graphic Designer // Hybrid Apparel LLC. // Cypress, California

May 2008 – January 2011

Non-Profit // Recommendations

2009 – Current

Committee Chair - Nonprofit Board of Directors // Black Book Sessions Inc. Non-Profit Organization // Orange County, California
January 2009 – January 2017

- Volunteer committee chair contributing to the management of the Black Book Sessions Inc. organization, a nonprofit creatively run art-event series dedicated to the empowerment and inspiration of young creative minds through community events and yearly scholarship giveaways made possible by generous sponsor and donor contributions.
- Lead a team of up to 11 people in meeting and exceeding organization's objectives, from day-to-day task lists to full event action plans.
- Develop brand strategy and strategic alliance through corporate partnerships.
- Direct printed media to best facilitate partner objectives while providing dual benefit to the organization.
- Lead and organize all meetings, strategize team efforts and utilize current assets to achieve both short term and long-term goals.
- Balance and maintain financial records to provide organization's sustainability and growth.
- Develop external timelines to optimize organization's goals and objectives, maintaining overall mission scope.
- Lead team in the development of internal and external organizational roles.
- Meet with executives of parent sponsor to develop best business practices and insight to ensure they are in-line with overall objectives and organization's direction.
- Develop promotional plan in line with annual calendar and strategize efforts to gain community involvement and participation for planned events.

Recommendations

"Tyson tackles the most complex creative initiatives with a refreshing level of quiet confidence. Plain and simple the guy is a damn good artist and able to tackle all sorts of different aesthetics and forms of media with ease. His creative process looks strait out of the movie A Beautiful Mind like Einstein trying to come up with his theory for relativity. He does well with direction very receptive to feedback. I highly, highly recommended!"

Ryan Mulvany / Executive Vice President

Quiverr Collective

"Tyson was one of our strongest designers in the department. I worked with him on a variety of projects and each one was met with enthusiasm and a willingness to always deliver the best to each retail partner. He was always able to look at the needs of different accounts and deliver content that lead to best-sellers in the industry. His reliability and dependability in our fast-paced and deadline driven environment, was a standard for others to match. I highly recommend Tyson for any team."

Seth Whynaucht / Vice President of Creative

Hybrid Apparel

Contact

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