



Hello! Ty Best is a Creative & Conceptual Digital Creator with a Dapper fashion sense. Having a colorful personality, along with a theatre background, he is highly skilled in giving presentations. Studying at OCADU encouraged Ty to both utilize and strengthen his skills in branding, editorial, print, and web design. There is no doubt he is ultimately qualified to capture the essence of any given job.

INFO

-  **Phone**
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-  **Website**
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EXPERTISE

- Branding
- Graphic Design
- Email Marketing
- Web Design
- Print Design
- Booth Design
- Typography
- Illustration
- Editorial Design
- Photo Retouching
- Video Editing

SOFTWARE

- Photoshop
- Illustrator
- Indesign
- HubSpot
- Invision
- Marketo
- Aftereffects
- Sketch

CERTIFICATIONS

Email Marketing
HubSpot
Issued: April 2019 - Expires: May 2021

Optimizing Marketing Emails
LinkedIn
Issued: Feb 2020

Content Marketing: Staying Relevant
LinkedIn
Issued: February 2020

Time Management Fundamentals
LinkedIn
Issued: February 2020

EXPERIENCE

- April 2021 • **Designer, eBay North America**
Feed Agency
- Working on a brief from start to finish.
 - Image sourcing & artworking.
 - Designing responsive emails and landing pages.
 - Maintaining existing and designing new onsite marketing templates.
 - Developing rich visual content for weekly newsletters.
 - Applying creativity to adhoc projects.
 - Always striving to create work that contributes to client business goals.
 - Contributing innovative ideas at creative review meetings.
 - Protecting brand integrity and guardianship.
 - Drive the delivery of work on time and to the highest standard by understanding your team's capabilities."
- June 2020 • **Graphic Designer**
Allied Technical Solutions
- Nov 2017
- Started as just a 6-month contract to help the company with identity and the creation of their Branding Guideline, turned into a full-time position. Currently, I'm the sole graphic designer of a growing SaaS and Sales company. With no one senior to teach me, I had to be self-taught in software such as HubSpot and Marketo and to develop monthly email and marketing campaigns for our top clients. I owned a re-branding of my company and stuck to it and grew the brand visually to what it is now.
- Aug 2017 • **Graphic Designer**
MOOV Marketing
- Mar 2017
- Within Moov Marketing I was the main (Print) Graphic Designer for the company. I was in charge of the design of their two main magazines "Gay Living" and "Fck." Created new logos/brands for the company, with web elements to match.
- Mar 2016 • **Freelance Graphic Designer**
AIDS Committee of Toronto (ACT)
- Jan 2015
- Took part in the designing and the creation of the 2015 Pride Campaign which includes Poster, Condom inserts, and Website design. Other small design tasks including advertisements or postcards and other condom inserts.
- Nov 2014 • **Jr. Graphic Designer**
Public Good Social Marketing Communications
- May 2014
- Designed and development multiple communication projects. Also prepared mock-ups for presentations to clients, artwork for release to printers and helped other designers with design and production materials.
- Oct 2013 • **Web & Graphic Designer Intern**
Pixelcarve Inc.
- July 2013
- Was the main designer for an open house campaign for one of our main clients. Designed multiple mobile website designs. Was also in charge of creating business cards, event flyers and landing pages for multiple clients for our company.

EDUCATION

- 2014 • **Bachelor of Design**
2010 | *OCAD University*