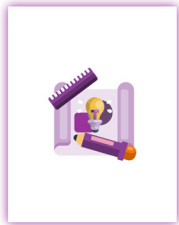




Let me introduce myself: I'm Ty, the Dapper Designer.

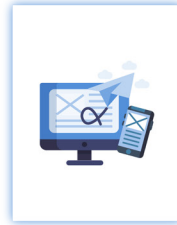
I'm a Conceptual Creative Consultant & Digital Content Creator with a dapper fashion sense, and a huge bowtie collection. I have an eye for transforming anything I work on into something breathtaking. Through my studies and work experience in studios and freelance, I've developed skills in branding & marketing, print production, email & web design and social media. Feel free to contact me to discuss how I can bring my creative vision and experience to execute your project in a unique, transformative, and original way.



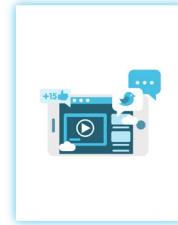
Branding & Marketing



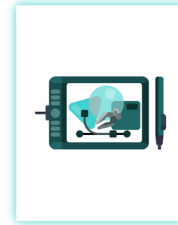
Print Design



Email & Web Design



Social Media



Digital Illustration

PROFILE



Name

Ty Best (They/Them)



Phone

647.819.6913



Email

hello@tybest.ca



Website

www.tybest.ca

SOFTWARE

- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- HubSpot
- Invision
- Marketo
- Shopify
- Sketch
- WordPress

CERTIFICATIONS

Adobe Photoshop
LinkedIn Skill
Assessment Badge
Earned: June 2021

**Content Marketing:
Staying Relevant**
LinkedIn
Issued: Feb 2020

**Optimizing Marketing
Emails**
LinkedIn
Issued: Feb 2020

**Time Management
Fundamentals**
LinkedIn
Issued: Feb 2020

EXPERIENCE

April 2021
Feb 2021

Designer, eBay North America | Feed Agency

- Working on a brief from start to finish.
- 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
Nov 2017

Graphic Designer | Allied Technical Solutions

- Assist Marketing Manager with all aspects of brand management
- Conceptualize and implement ideas into designs
- Work collaboratively across multiple divisions, often in ambiguous situations, driving to project completion
- Create email campaigns for internal brands as well as external partners rates creating high performing email campaigns
- Assemble & edit proposals, estimates, and corporate presentations
- Maintain an organized database of digital and physical marketing files
- Update & create marketing content for websites, brochures, etc.
- Oversee print production for in house & outsourced marketing material

Mar 2016
Jan 2015

Freelance Graphic Designer | AIDS Committee of Toronto

- Designed and created the 2015 Pride Campaign, including posters, condom inserts, and website design.
- Creating advertisements, postcards, or inserts for condoms, among other smaller design jobs.

Nov 2014
May 2014

Jr. Graphic Designer | Public Good Social Marketing Communications

- Designed and developed multiple communication projects.
- Provided mock-ups for presentation to clients, artwork for printing
- Helped other designers with production materials.

Oct 2013
July 2013

Web & Graphic Designer, Internship | Pixelcarve Inc.

- Principal designer for a client's open house campaign.
- Develop multiple designs for mobile websites.
- For the Internal company, I created business cards, event flyers, and landing pages for a variety of customers.

EDUCATION

June 2014
Sep 2010

Bachelor of Design | OCAD University

- Graphic Design