

**Tyler Patterson**

**Visual Communication & Digital Designer**

Check out my portfolio @ [tylerpixel.com](https://tylerpixel.com)

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## ABOUT ME

With a Bachelor of Design degree with Honours and over five years of experience, I've assumed various roles and navigated diverse environments, from leadership positions to freelance projects and my venture, Engulf Studio. I've developed comprehensive skillsets in brand identity, graphics, and UX/UI design.

Adept in Adobe CC, Figma, Blender, Webflow, and various coding languages, my skills are further honed by my passions. My interests span music production, VR exploration, hobby electronics, and staying up-to-date on tech trends, serving as constant inspiration contributing to my work.

## HARD SKILLS

I specialise in VCD, graphics, and UI/UX design and have a wide range of skills in software such as Adobe CC, Figma, Blender, and Webflow. I also have a working knowledge of programming languages such as HTML/CSS, JavaScript, Python, C# in Unity, and FL Studio.

## SOFT SKILLS

I am a strong team player who prioritises collaborative design and open communication. I have confidence in my problem-solving abilities and can persevere through challenging creative problems. Additionally, I consistently apply and respect brand identity standards and design thinking within context. My learning style is relaxed and curious, and I effectively troubleshoot and debug problems by utilising Google and collaborating with AI.

## EDUCATION

**NZ Marketing Association** | 8 June 2021

**Content marketing workshop**

- During this course, I honed my skills in customer personas, user journeys, SEO-friendly content, and varied content formats. These skills will be invaluable for my future.

**Massey University** | February 2014 – November 2018

**BDes (Hons) Visual Communication Design**

- While at university, two exciting projects come to mind. The first was a supermarket app, Viando, which aimed to simplify supermarket shopping by merging the checkout experience with the trolley and RFID technology. The second project was developing my thesis into a short virtual reality game called Signal using Unity, and we spent numerous hours testing and refining it. Our game was eventually showcased at the Massey Exposure exhibition in October 2018.

## WORK HISTORY

**Engulf Studio** | October 2022 – Current

**Founder/Designer**

- I worked closely with a client, Giuliano Giaccaglia, to design a video-sharing interface similar to YouTube in the web3 space called Netbox. I conducted A/B tests to improve the user experience and align with business goals. I also created a consistent brand identity, landing pages, and impactful feature pages. My focus was on creating intuitive screens that enhance the overall user experience.

**Northbound Gear** | October 2021 – March 2022

**Lead Designer**

- I collaborated with Sunny Gosal, the founder, to develop a range of marketing materials, including print, packaging, digital ads, accessories, email campaigns, and social media content. Moreover, I led the revamp of Northbound Gear's brand identity for their 'Onwards & Upward' program.

**VTNZ** | January 2020 – October 2021

**Graphic Designer**

- I collaborated with Marketing and Product Development teams to create branded marketing materials using various mediums. In addition, I updated and improved the design style for internal and corporate communications. Working with media agency MBM and Marketing Leads, I designed static and animated HTML5, social media, and digital ad campaigns.
- Furthermore, I led the development of the brand identity for healthCar, a VTNZ sub-brand, in collaboration with Provident Insurance and critical stakeholders. I created brand collateral and signage for 77 VTNZ branches and 30 partners nationwide.
- Lastly, I helped with the digital signage roll-out, managed on-location screen advertising assets, and led the 3D visualisation design to launch the first brand-new VTNZ branch in ten years.

**Eight360** | November 2018 – September 2019

**Brand, Web, & Game Designer**

- I collaborated with the CEO of Eight360, Terry Miller, to refresh their brand identity and design their website. In addition, I created various items such as merchandise, brand collateral, internal communications, and stakeholder eDMs. Together with the Software Developer, John Grant, I also produced technical game demos in Unity for their VR platform.