

Tianna Lytle

Lehi, UT

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 Portfolio: <https://tiannalytle.wixsite.com/tianna-lytle>

 Wild Bear Graphics: www.wildbeargraphics.com

PROFESSIONAL SUMMARY:

Creative, detail-driven Graphic Designer and Illustrator with experience in branding, T-shirt design, photography, web design and full-service content creation. Owner of Wild Bear Graphics, specializing in custom artwork, apparel graphics, visual branding and commercial photography. Proficient in Adobe Creative Suite, digital illustration, front-end design and marketing strategy. Passionate about creating clean, meaningful and high-impact visuals for businesses and families.

Education

- Utah Valley University | Digital Design | 2022-Present
- Mountainland Technical College | Digital Design | 2024–Present

Work Experience

Graphic Designer & Owner | Wild Bear Graphics

May 2023 - Present

- Design custom T-shirt graphics, logos and full brand identity systems.
- Build and manage company website and online storefront.
- Photograph families, newborns, products and marketing content.
- Create marketing materials including brochures, flyers, ads and social content.
- Manage bookkeeping, customer service, sales and paid ad campaigns.
- Proficient in Adobe Photoshop, Illustrator, InDesign, Bridge, Canva and Procreate.
 - Designed 150+ custom T-shirt graphics and illustrations sold online and at events.
 - Increased brand recognition through consistent design and marketing.
 - Improved customer satisfaction through fast turnaround and personalized branding services.

Graphic Designer | Climbers Home Services

May 2023 - Present

- Designed company logo, brand identity and visual guidelines.
- Created uniforms, yard signs, flyers, ads, brochures and digital marketing assets.
- Filmed & edited promotional videos for advertising campaigns.
- Served as company photographer for staff, services and equipment.
- Designed consistent print and digital materials using Adobe Illustrator, InDesign, Photoshop, Dimensions and Procreate.
- Developed consistent brand guidelines for use across all platforms and media.
 - Helped increase customer engagement and brand consistency across all platforms.
 - Produced marketing materials used in 5+ major company promotions.
 - Created high-quality visuals that improved the company's professional image.

SKILLS

Design & Illustration: Branding, logo design, layout design, digital illustration (Procreate, Adobe Illustrator), graphics T-shirt design, photography and photo editing.

Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, After Effects, Adobe Animate, Lightroom, Bridge, Premier Pro, Adobe Dimensions, Procreate and Canva.

Web & Marketing: HTML & CSS, Web design (Wix), Social media content creation, Ads and promotional campaigns.