

TYLER RAE LAUB

GRAPHIC DESIGNER

EDUCATION

Pennsylvania College of Technology
2018 – 2022
3.88 Graduating GPA

Bachelor of Science in Graphic Design
Minor in Digital Marketing
Minor in Photography

SKILLS


Professional

Attention to Detail
Problem Solving
Brainstorming
Research
Organization
Collaborating

Technical

Extensive Knowledge of Adobe Suite
Computer Graphics
Typography
Layout Design
Package Design
Social Media Coordinating

CONTACT

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 www.tylerrae.com

 Jersey Shore, PA

PROFILE

Enthusiastic and professional graphic designer with over six years professional and personal experience. Highly skilled in visual conceptualization, handling several simultaneous design projects, and concept creation. Eager and passionate about collaborating with a team when working on projects.

WORK EXPERIENCE

Program & Wellness Director | 2023 – present

River Valley Regional YMCA Jersey Shore Branch

- Lead and supervise the Wellness and Program Departments, Group Exercise, and Sports Programs, overseeing staff and volunteers to ensure alignment with organizational objectives
- Establish and expand program activities and events within the community, developing strategies to enhance program visibility and participation
- Design promotional materials such as brochures, posters, and graphics to market programs and events, adhering to brand identity guidelines
- Gather program statistics, monitor effectiveness and participation, and make necessary changes to enhance program outcomes

Graphic Designer | 2021 – 2023

Pine Creek Seed Farm

- Developed creative concepts and designs for print and digital media, including booklets, brochures, ads, and website graphics
- Demonstrated strong attention to detail and a keen eye for typography, layout, and color theory in all design work
- Managed and executed multiple design projects simultaneously to meet deadlines and budget constraints
- Created and managed social media content to reflect the company's brand and reach target audiences

Cashier & Store Associate | 2018 – 2021

Crystal Beverage

- Scanned and bagged items for customers as well as handled cash and credit card transactions accurately and efficiently
- Moved bottles, cases, kegs, and cans and organized them in appropriate places in the store
- Oversaw selection, ordering, and inventory controls of beer, wine, and other beverages
- Daily accounting with deposits and inventory on a monthly basis