

# BRANDONTILGHMAN

CREATIVE SPECIALIST

2022

## EXPERIENCE

### Senior Creative Designer | Albemarle Corporation

08/2022 – Present

Oversee the workflow and on time delivery of the communication department assignments. Provide art direction on projects to ensure that brand standards are followed. Collaborate with vendor and stakeholder partners on key initiatives to develop creative and innovative design strategies to differentiate Albemarle in the marketplace. Responsible for the creation and production of visually impactful brand assets for print, web and video platforms. Create communications that effectively translated marketing strategies and objectives into information and collateral that customers/stakeholders will value. Create outstanding design solutions that communicate the Albemarle brand and voice consistent with established standards. Continually display and improve upon best design practices and principles for all aspects of graphic design.

### Senior Creative Designer | Synchronicity Designs

11/2021 – 08/2022

Lead the design creation process - understanding consumer needs, defining the overall experience, and then translating them into collateral assets, websites, sitemaps, wireframes, prototypes. Rapid exploration and refinement. Creating infographics and whitepapers. Creation and execution of the branding process with packaged collateral. Responsible for the overall design, appearance, and function of B2B/B2C client websites. Provides for the delivery of content and message on the website in the execution of our client's digital strategies. Partner with other members of the Sync team (web development/digital marketing) to create fully functional interfaces that match the needs of target users. Ensuring that the visual aspects of the user experience bring to life the idea and stay true to the brand identity.

### Senior Creative Designer | Nationwide Mortgage Bankers

02/2021 – 11/2021

Responsible for developing innovative marketing designs consistent with the NMB brand. Work closely with key stakeholders in marketing while cultivating partnerships across the organization. Developing designs from inception to execution with a focus on digital, email, web, e-books, video, social and more. Constant collaboration with cross functional teams to execute scalable design solutions for marketing campaigns, internal and external communications and digital events. Present new ideas and refine existing designs to adapt to changing environments and creative challenges to help push the creative forwards.

### Senior Web Designer | Nutramax Laboratories

8/2020 – 10/2020

Collaborate with cross-functional teams throughout the entire design process. Design and prototype intuitive and engaging content that includes digital ads, responsive email design, applications, platforms and digital products with interactivity via no-code tools like Webflow. Close collaboration with UX designers to decipher UX problems into actionable items to solve business problems. Create wireframes, storyboards, user flows, process flows, site maps, and original graphic designs to communicate interaction and design ideas.

### Senior Visual Designer | Cushman & Wakefield - Contract

2/2020 – 8/2020

Develop materials to communicate critical messages and key selling propositions. Develop and oversee all creative aspects of production and quality control, reporting progress to the business development marketing team. Coordinating production of materials, including gathering printing bids, packaging artwork and assembling final layouts for printers; preparing notes and instructions for printers and other vendors; and liaising with marketing coordinators and marketing leadership as needed. Design and format bespoke marketing materials for key in vestor pursuits.

### Art Director/Visual Design Lead | Live Oak Bank

11/2012 — 12/2019

I worked directly under the CMO, and I manage a team of 5 full-time people, 2 senior designers, 2 video producers, and a videographer. With their support, we managed the brand's tone, look, feel, and message. Concept and create customer success stories, white papers, web pages, consumer app for online/mobile banking. Helped create all the visuals including photos and other digital needs. Helped our data-driven marketing analyst with social, email and printed campaigns.

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## TO WHOM IT MAY CONCERN

I consider myself quick learning, highly motivated, and caring person. My background has provided me with a passion for learning as well as the desire to function within a team. I consider communication essential to achieving the desired goals. "It can't be done" is never used in my vocabulary, and "We've always done it this way" is the first thought I like to challenge. I feel like I am the best candidate for this position because I am more than willing to go above and beyond what is expected to help your company succeed. I pride myself on being creative and having a bias to action when it comes to solving the problems that face an organization's strategic objectives.

Outside of the design world, I am a husband and father and strive to always put my family first. My personal interests include motor sports racing, mechanical work, fine and digital art, movies, cooking, theme parks, museums, and travel. I am excited to learn as much as I can about new industries and apply that knowledge to drive the business forward, with the end result of increased profitability for the organization. I feel like I could provide a great level of service to your creative team, thank you for your time, and I look forward to speaking with you soon.

Cheers,



**BRANDON TILGHMAN**

## CONTACT

### Email

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### Phone

252-876-2111

### Portfolio

behance.net/BTilghman

### LinkedIn Profile

linkedin.com/in/brandon-tilghman

## TECHNICAL

Adobe Creative Suite

- Photoshop
- InDesign
- XD
- Illustrator
- After Effects
- Premiere Rush

Microsoft Office

- PowerPoint
- Word
- Excel

Mac OS proficiencies

## ABILITIES

Branding, Communication, Typography, Prototyping, Basic understanding of UX/UI and HTML & CSS, Creative Conception, Wireframing, Art Direction, Brand Ambassador, Storybranding, 360 Campaigns

## EDUCATION

**East Carolina University**

Bachelor of Fine Arts  
in Graphic Design, 2005

## PERSONALITY

Myers Briggs – ISFP