

# SHANE TYLER

SENIOR DIGITAL DESIGNER  
UI • MOTION • BRANDING

## CONTACT

📞 832-797-9209  
✉ shanetyler82@gmail.com  
📍 Remote • Houston, TX  
🌐 shanetylerdesign.com

## CORE COMPETENCIES

UI/VISUAL DESIGN  
MOTION GRAPHICS  
FIGMA  
BRANDING  
PACKAGING  
CAMPAIGN DEVELOPMENT  
CROSS-FUNCTION COLLABORATION  
RESPONSIVE DESIGN  
HIGH-VOLUME PRODUCTION  
REMOTE WORKFLOW

## TOOLS & DESIGN STACK

FIGMA  
ADOBE PHOTOSHOP  
ADOBE ILLUSTRATOR  
ADOBE INDESIGN  
ADOBE AFTER EFFECTS  
ADOBE MEDIA ENCODER  
ADOBE LIGHTROOM  
ADOBE FIREFLY  
ADOBE WORKFRONT  
JIRA (ATLASSIAN)  
MAC OS ENVIRONMENT

## PROFESSIONAL SUMMARY

Senior Digital Designer with 20+ years of experience across UI design, visual design, branding, packaging, motion graphics and large-scale campaign development. Known for being adaptable, fast, detail-driven, and highly collaborative across Marketing, eCommerce, Merchandising, Photo Studio and Development teams.

Remote-ready with proven success delivering high-volume digital and print assets, elevated motion design and UI solutions for large retail environments and cross-functional teams. Recognized as a versatile “Swiss Army knife” designer who learns quickly, solves creatively and brings consistency and quality to every project.

## SELECTED ACHIEVEMENTS

- Led UI design for Academy Sports + Outdoors’ redesigned homepage and contributed to major site-wide visual refreshes across desktop, mobile and app experiences.
- Created the full Holiday Campaign UI/visual template system covering multiple peak weeks (Black Friday, Cyber Week, Christmas) used as the foundation for the eCommerce team’s seasonal rollout.
- Served as a bridge between Marketing and eCommerce, improving alignment, consistency and workflow across departments that historically operated independently.
- Produced hundreds of packaging SKUs across multiple private-label brands, including a full brand-wide packaging system for Game Winner.
- Elevated motion graphics capabilities at two companies, becoming the primary animator for social media, email hero animations, web banners, stadium ribbon boards, trade show screens and LED videoboards.
- Designed large-scale national campaigns and initiatives, including back-to-school, holiday, co-op takeovers and partnerships featuring well-known athletes and sports personalities.
- Delivered creative for high-visibility brand launches, store openings, vehicle wraps, magazine ads, in-store signage and digital campaigns viewed across southern regional markets.

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

**Lowe's Pro Supply** *May 2023 - Jan 2026*

- Designed and produced digital assets across email, social media, LPS website, landing pages and animated content for recurring multi-channel campaigns.
- Introduced Figma into the design workflow to improve efficiency and flexibility in asset production.
- Designed and animated content for social media channels, web banners and campaign launches.
- Created trade show digital experiences, including synchronized dual-screen "tower screen" videos for the annual NAA Apartmentalize Conference.
- Collaborated with remote team members across the country; supported brand consistency and production needs.

### Senior UI Digital Designer

**Academy Sports + Outdoors** *February 2022 - May 2023*

- Designed UI for the academy.com homepage, landing pages and mobile app using Figma, contributing to a major visual modernization of the site.
- Built reusable component systems, variants, prototypes and auto-layout structures to streamline weekly updates.
- Created the complete Holiday Campaign UI template system used for multiple high-traffic promotional weeks.
- Collaborated closely with Project Managers, Merchant teams, Developers and UAT teams to deliver weekly digital experiences across desktop, mobile and app.
- Helped bridge alignment between Marketing and eCommerce, leveraging prior internal experience to improve communication and consistency.
- Contributed to versioning, A/B testing rounds and visual refinements on a weekly basis.
- Utilized Jira for task management while coordinating weekly production cycles.

### Senior Graphic Designer

**Academy Sports + Outdoors** *March 2012 - February 2022*

- Designed major seasonal marketing campaigns including Back to School and Holiday
- Collaborated on co-op takeover campaigns including Adidas, Reebok, NASCAR, Bassmaster, Houston Astros, Houston Texans, Bone Collector and more.
- Developed large-scale print and digital materials: in-store signage, department branding, floor graphics, ceiling banners, grid toppers, billboards, magazine covers, gift cards and web graphics.
- Served as the primary animator, creating social media animations, email motion assets, stadium ribbon boards, LED videoboard graphics and internal corporate videos.
- Produced hundreds of packaging SKUs for private-label brands including Game Winner, BCG and No Limits.
- Partnered with the Photo Studio for multi-year art direction work, creating mockups, attending shoots on/off-site and completing final production layouts.
- Self-taught After Effects skills that expanded the department's capabilities and improved the impact of digital campaigns.

## PROFESSIONAL EXPERIENCE *CONTINUED*

### Graphic Designer

**Academy Sports + Outdoors** *March 2003 - February 2012*

- Designed weekly insert pages and ROP ads, collaborating with buyers to maintain cohesive layout standards across high-volume print cycles.
- Created magazine ads, campaign materials, direct mailers, billboards, and in-store signage.
- Produced store signage in-house and partnered with the copy center to ensure accuracy and brand consistency.
- Contributed to visual creative during notable company milestones, including Academy's early growth phase toward its first \$1B sales milestone.
- Developed early skills in applying conceptual design principles, layout, and digital workflow which contributed to the foundation of later senior-level responsibilities.

## PROFESSIONAL DEVELOPMENT

- Ultimate Figma Masterclass 2.0 – The Designership (in progress)
- After Effects training (Skillshare + YouTube self-directed coursework)
- Continuous learning in Figma, UI systems, web design and motion graphics

## EDUCATION

**Associate of Applied Science, Graphic Design**

The Art Institute of Houston • May 2001 – July 2003

## REFERENCES

Available upon request