

SHANE TYLER

SENIOR DIGITAL DESIGNER

UI • MOTION • BRANDING

CONTACT

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📍 Remote • Houston, TX

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CORE COMPETENCIES

UI/VISUAL DESIGN

MOTION GRAPHICS

FIGMA

BRANDING

PACKAGING

CAMPAIGN DEVELOPMENT

CROSS-FUNCTION COLLABORATION

RESPONSIVE DESIGN

HIGH-VOLUME PRODUCTION

REMOTE WORKFLOW

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.

TOOLS & DESIGN STACK

FIGMA

ADOBEST PHOTOSHOP

ADOBEST ILLUSTRATOR

ADOBEST INDESIGN

ADOBEST AFTER EFFECTS

ADOBEST MEDIA ENCODER

ADOBEST LIGHTROOM

ADOBEST FIREFLY

ADOBEST WORKFRONT

JIRA (ATLASSIAN)

MAC OS ENVIRONMENT

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