

	<b>About</b>
<b>Education</b>	College For Creative Studies Bachelor of Fine Arts, Graphic Design 2018
<b>Recognition</b>	Student Exhibition Featured work selected by the Graphic Design department for the annual student exhibition.  Awards CCS Walter B. Ford Award of Excellence Michigan Art Education Award CCS Dean's List
	<div>TYLER UNGER</div>
	<b>Experience</b>
06 / 2022 - Current Day	Center for International Environmental Law (CIEL) Multimedia Content Specialist. I expand the organization's capacity to use creative visual communications across a wide range of products. I created CIEL's first definitive brand guide, defining the use of our visual identity across our logo, colors, typography, imagery, and more. I've designed dozens of publications and established an organized taxonomy for their differing uses. I lead the design direction of our yearly annual report and accompanying website. I create designed templates for use by the communications team and coordinate with outside consultants and vendors to create illustrations or sustainably made merchandise that align with our identity. By all these means, I expand the design coherence of CIEL and support our ability to use the power of law to protect the environment, promote human rights, and ensure a just and sustainable society.
06 / 2021 - 06 / 2022	Charity Studio Graphic Designer. I helmed campaigns meant to fundraise for charity and non-profit organizations. Campaigns included the creation of print and digital promotional material, often with over a hundred individual assets for each campaign. These assets ranged from pitch decks to design guides for each campaign, website layouts, email layouts and dissemination, web and email banners, and printed mailers. Our campaigns were directed based on our capacity to support them as a team, occasionally headed by myself as a design lead or supporting the design direction of another. I monitored the launch of each campaign, keeping track of the fundraising metrics and using that data to inform further campaign strategy, ultimately raising millions for other charity and non-profit organizations.
12 / 2019 - 06 / 2020	Imagio Glass Graphic Designer. I created custom imagery ranging from large-scale installations to personalized merchandise uniquely printed on glass. The specifics of the print process meant a keen eye for small details, maintaining a high standard of quality in the glass and print, and close coordination with vendors in the chain of production. I also worked closely with clients to develop their vision and translate that into glass artwork. Lastly, I created a handful of assets for the promotion of Imagio. This included web and email assets, printed promotional goods, signage, flyers, pitch decks, PowerPoint presentations, and more.
05 / 2018 - 08 / 2018	Leo Burnett Junior Graphic Designer. Created brand assets for Leo Burnett and General Motors, which entailed implementing GMC's brand in print and digital spaces. I led the direction of car catalogs that rely heavily on grid systems, type hierarchies, and purposeful design. That design was also informed by a design strategy I helped to inform and expand under the direction of senior art directors.

# Communication Designer

## Contact

TylerUnger.com  
 TylerBenUnger@gmail.com  
 +1 248.930.1643

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## Apprenticeship and Residency

District Detroit  
 Work Study. Worked alongside Detroit officials to develop a visual identity for 'The District Detroit,' a fifty-block stretch of Detroit, promoting the city's voice and the district's place within it. As a group of four, I created a brand meant to inspire the voice of Detroit's citizens, including design pulled from the city's automotive history and experiential initiatives around the streets for people to engage with their environment and community.

Delphi Automotive  
 Work Study. Worked as a team of designers to conceptualize a new mobility system — centered around autonomous vehicles — for the northern California mega-region. I created presentation decks and pitched our ideas, incorporated feedback from Delphi, and worked alongside transportation designers to visualize a system that could support the unique culture of Silicon Valley. we developed a rideshare program where riders develop ideas by participating in creative exercises on their way to work.

Re-Program 2018  
 Residency. Visited design studios across the Netherlands, learning from dutch design culture, ultimately leading to the creation of conceptual work alongside designers Bob van Dijk and Rob Nieuwenhuizen. I created an installation based on my learning experience during the trip, showcased in an art gallery curated by myself and my colleagues.

## Internship

Alfalfa Studio  
 Design Internship. I worked alongside members of the studio to create brand collateral and identity systems for New York-based clients. In coming up with ideas for brands, I would create hundreds of logos, ideas for design systems, and pitch decks for those ideas to clients.

## Proficiencies

- Adobe Creative Suite
 • Branding
 • Editorial Design
 • HTML and CSS
 • Motion Graphics
 • Photography
 • Prototyping
 • Typography
 • User Interface
 • User Experience
 • Video Production
- Attention to Detail
 • Budgeting
 • Client Relationships
 • Creative Direction
 • Creative Workshops
 • Design Thinking
 • External collaboration
 • Project Management
 • Templating
 • Time Management
 • Web Design Software