

CHRISTIAN BYRD

GRAPHIC DESIGN

SPECIALTIES

- Brand Identity Systems
- Typography & Layout Design
- Editorial & Publication Design
- Campaign & Event Graphics
- Apparel & Merchandise Design
- Environmental Graphics
- UX/UI & Digital Design
- Visual Storytelling
- Grid Systems & Composition
- Art Direction & Creative Development

TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Figma
- WordPress
- HTML & CSS

PRODUCTION

- Screen Printing Preparation
- Large Format Print Design
- Apparel Decoration Systems
- Vinyl & Signage Layouts
- Print File Packaging
- Production-Ready Artwork
- Color Separation Knowledge
- Prepress & Output Preparation

CONTACT

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- christianbyrddesign.com

GRAPHIC DESIGN ROOTED IN CLARITY, STRUCTURE, AND PERSONALITY.

Identity systems, typography, and visual communication across print, apparel, environmental, and digital platforms.

My work focuses on building cohesive visual systems that balance clarity, structure, and personality — creating scalable design experiences that function consistently across real-world applications.

I've developed branding, campaign graphics, editorial layouts, merchandise, event visuals, and environmental graphics for regional businesses, organizations, and community-driven events. My approach combines strong visual hierarchy, composition, and production knowledge with a hands-on understanding of print and digital design systems.

PROFESSIONAL EXPERIENCE

INDEPENDENT GRAPHIC DESIGNER

2020 - PRESENT

Brand Identity • Creative Direction • Print & Digital Design

- Developed visual identity systems for businesses, organizations, events, and retail brands strengthening brand recognition and market presence.
- Designed logos, typography systems, marketing campaigns, editorial publications, signage, merchandise, packaging, and digital content.
- Created integrated branding systems spanning print, apparel, environmental graphics, web content, and social media.
- Produced production-ready artwork for screen printing, commercial printing, signage, apparel decoration, and large-format applications.
- Led projects from initial strategy and concept development through final production and delivery.
- Collaborated directly with clients to define brand positioning, communication goals, and visual direction.
- Managed multiple concurrent projects while maintaining consistency across campaigns and deliverables.
- Delivered 300+ design projects across branding, editorial, event marketing, retail, nonprofit, and community-focused initiatives.

EDUCATION

GRAPHIC DESIGN

Southern New Hampshire University
Bachelor of Arts

STUDIO ART

Southeastern Oklahoma State University
Bachelor of Arts

PORTFOLIO

Available at <https://christianbyrddesign.com/>