

Tyler Allen

Digital Designer | Graphic Designer | Marketing Designer

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Summary

Versatile designer specializing in brand identity, marketing collateral, and digital experiences. Combines systems thinking with strong visual communication to create thoughtful, audience-focused design executed with clarity and precision.

Professional Skills

Visual Design | Graphic Design | Digital Design | Marketing Design | Brand Identity | Layout Design | Typography | Color Theory | Visual Hierarchy | Marketing Collateral | Print Design | Social Media Design | Ad Creative | Campaign Design | Style Guides | Design Systems | Wireframing | Prototyping | User Interface Design | Responsive Design | Logo Design | Banner Ads | Email Design | Landing Page Design | Asset Production | Visual Storytelling | Branding Strategy

Technical Skills

Figma | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe XD | Canva | Webflow | WordPress | UI/UX Design | Design Systems | Brand Guidelines | Grid Systems | Vector Graphics | Google Analytics | Google Workspace | Microsoft Office | Asana | Trello | Social Media Management | Midjourney | ChatGPT | Claude | A/B Testing | Asset Management | HTML5 | CSS3 | VS Code

Professional Experience

Digital Designer | Graphic Designer | Marketing Designer | *TylerAllen.AI* | Remote | Jan 2024 - Present

- Freelanced marketing design materials for clients including the National Stuttering Association
- Developed brand identity systems including visual guidelines, typography, and color systems
- Designed end-to-end digital experiences and interactive prototypes for web and mobile devices

Deli Clerk | *PCC Ballard* | Seattle, WA | Jan 2026 - Present

- Provide customer service across deli and kitchen departments in a high volume specialty grocer

Shift Lead | *Jimbo's* | San Diego, CA | March 2020 - Nov 2025

- Supported daily operations across multiple departments and trained incoming staff

Education

Design, BA | *University of San Francisco* | San Francisco, CA | 2016 - 2019

High School Diploma | *Scripps Ranch High School* | San Diego, CA | 2010 - 2014