



# TROY TARNUTZER

## GRAPHIC DESIGNER

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### ABOUT

Crafting captivating design solutions that convey an extraordinary visual impact, while artfully embodying the essence and values of a brand, it's product strategies and services while driving growth and achieving business metrics.

### EDUCATION

Milwaukee Institute of Art & Design (MIAD),  
Bachelor of Fine Arts,  
Graphic Design

### EXPERIENCE

#### Grainger, Inc.

Sr. Graphic Designer  
2016 - 2024

Graphic Designer  
1992 - 2016

#### Lab Safety Supply, Inc.

Graphic Designer  
1990 - 1992

Production Artist  
1988 - 1990

### SOFTWARE SYSTEMS

Adobe CS (including Photoshop, Illustrator, InDesign & Acrobat)  
Adobe Experience Manager (AEM)  
Aprimo  
JIRA (Issue & Project Tracking)  
MS Office (including Teams, Outlook, OneDrive, Excel, PowerPoint & Word)

### INTERESTS



### BRAND MANAGEMENT

- Developed and implemented innovative creative concept designs utilizing brainstorming, product research and brand elements to elevate the brand recognition for various internal and external stakeholders.
- Managed multiple projects concurrently while maintaining attention to detail and creativity.
- Created brand guidelines and style guides that outline the proper usage and application of the brand elements across touch points, while providing support for team members for concept, layout and typography.
- Precise attention to detail to optimize designs for all platforms, ensuring consistency across all visual elements with fluency of the Adobe CS system.
- Collaborated and prioritized across teams to ensure consistent implementation of the brand standards. Promoted a positive attitude within the creative team which resulted in increased productivity and exceptional design outcomes.

### PRINT DESIGN

- Demonstrated ability to think creatively in designing a range of visually attractive and engaging design concepts for catalogs, direct mail, flyers, and sales collateral that maintained a cohesive and professional brand image.
- Worked with vendors to select appropriate print production techniques, materials, color management and finishes that enhance the quality and impact of the final printed materials through different printing processes.
- Utilized strong organization skills and file preparation to manage multiple design projects simultaneously, ensuring timely delivery and quality of work to meet stakeholder requirements.
- Functioned as a key player in a team-oriented environment, collaborating and communicating with stakeholders to ensure that relevant details ensuring that all messaging contributes to the overall design strategy.

### DIGITAL DESIGN

- Asset development for digital artwork such as website banners, social media graphics, email templates, and online ads to optimize the user experience.

### DIGITAL DESIGN CONT.

- Stay updated on current design trends and best practices for digital media, incorporating innovative and interactive elements into the design of digital assets to enhance engagement and drive conversions.

### REAL ESTATE BRANDING

- Developed creative visual design solutions for interior/exterior branding elements such as building signage, window graphics, merchandising and site features that met stakeholders needs, resulting in eye-catching and effective visuals that increased customer awareness.
- Proactively identified opportunities by taking initiative for design improvements and successfully executing them.

### TRADE SHOWS & SPECIAL EVENTS

- Developed visually compelling concepts and designs for trade show booths and show branding that captured the essence of the brand while merchandising products, services and brand apparel, while creating impact and attracting the target audience.
- Designed large-scale graphics, banners, signage, presentations and backdrops that highlighted products and services in a visually engaging and cohesive manner, while considering the unique requirements of trade show environments.
- Used strong interpersonal and communication skills to collaborate with cross-functional teams to ensure trade show graphics and branding align with overall marketing strategies and objectives.
- Worked with various vendors to ensure the successful execution and project development of trade show graphics and branding, including shepherding stakeholders, print management, show installation, and any necessary logistics.

### PHOTOGRAPHY & ART DIRECTION

- Coordinated and directed photoshoots to capture technically accurate, high-quality branded images to ensure stakeholders project requirements were met.
- Edited, retouched and optimized images for image conversion to print, digital and large scale format ensuring they met established brand standards.