

Ty Stevens

Senior Art Director & Graphic Design Lead

Saint Paul, MN

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Professional Profile

Senior creative leader with over a decade of experience shaping brand narratives, visual systems, and large-scale campaigns across gaming, cannabis, and lifestyle industries. Proven leader of multidisciplinary teams with deep expertise in 360° marketing, global events, and brand system development. Trusted to step into interim Creative Director roles during high-volume and high-visibility cycles, guiding teams through concept development, execution, and strategic alignment. Recognized for building cohesive creative systems that drive engagement, consistency, and business growth.

Core Competencies

Creative & Art Direction
Brand Systems & Visual Identity
360° Campaign Development
Global Events & Experiential Design
Team Leadership & Mentorship
Cross-Functional Collaboration
Print, Digital, & Motion Design
Packaging & Retail Design
Creative Operations & Workflow Systems

Professional Experience

Blizzard Entertainment of Microsoft Corp. — Irvine, CA

Senior Graphic Designer II

August 2018 – July 2025

Developed high-impact creative for globally recognized Blizzard franchises including Diablo, World of Warcraft, Overwatch, Hearthstone, and BlizzCon. Served as interim Creative Director during leadership absences, providing approvals, feedback, and visual direction across major campaigns while supporting teams of 15+ designers and cross-functional partners. Consistently rated as a top performer, recognized for attention to detail, reliability, and collaborative leadership.

Key Contributions:

- Lead designer for Diablo IV and BlizzCon, shaping multi-channel campaigns across print, digital, social, and experiential formats
- Delivered creative ranging from rapid-turn resizes to flagship product launches and global event branding
- Partnered with brand managers, producers, and marketing teams to align creative execution with strategic objectives under rapid timelines
- Mentored junior designers and onboarded new hires, improving internal systems for asset delivery, onboarding, and creative consistency
- Contributed to foundational brand elements including logos, icons, type treatments, and style guides

GRAV — Austin, TX

Art Director

January 2015 – March 2018

Promoted from Senior Graphic Designer to Art Director, expanding scope from hands-on execution to leading brand systems and team output. Directed the brand's visual identity across packaging, retail, digital, and experiential

channels, helping scale the company from a \$750K operation to \$15M in annual revenue. Led a multidisciplinary team of nine and partnered with sales, marketing, product, and R&D to translate business goals into cohesive creative strategy.

Key Contributions:

- Led creative development for 100+ full-scale campaigns and deployment of 750+ SKUs across B2B and B2C markets
- Rebuilt packaging systems and in-store visual language, defining GRAV's brand voice across retail and trade shows
- Oversaw production of catalogs, print advertising, trade show booths, digital content, and social campaigns
- Maintained strict brand standards while elevating aesthetics and message consistency across all touchpoints

GRAV — Austin, TX

Senior Graphic Designer

January 2012 – January 2015

Key creative contributor in transforming GRAV from a niche glassware company into a nationally recognized cannabis lifestyle brand. Supported rapid company growth by leading design execution across core marketing channels, product touchpoints, and retail environments.

Key Contributions:

- Served as visual lead on packaging design, product launches, campaigns, trade show presence, and retail materials
- Created and refined in-house templates, workflows, and asset libraries to streamline creative production
- Helped establish GRAV's foundational brand look and feel, contributing to long-term style continuity
- Collaborated with internal teams and external vendors to ensure brand alignment and production quality

Education

Associate of Applied Science (AAS) — Music Engineering

McNally Smith School of Music, Saint Paul, MN

Associate of Applied Science (AAS) — Music Production

McNally Smith School of Music, Saint Paul, MN

Professional Characteristics

- Strategic yet hands-on creative leader
- Trusted decision-maker in high-visibility environments
- Detail-oriented with a systems-thinking mindset