

Ty Stevens

Senior Art Director & Graphic Design Lead

Professional Summary

Senior Art Director and Graphic Design Lead with extensive experience in fast-paced environments across gaming, entertainment, and cannabis industries. Proven leader of multidisciplinary teams, developing visual direction and executing work ranging from rapid-turnaround assets to fully integrated 360° campaigns. Consistently recognized as a top performer and mentor, known for building innovative creative systems that drive engagement, consistency, and business growth.

Contact Information

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Portfolio

www.tystevenscreative.com/

Skills & Intangibles

- Creative Direction
- Team Leadership
- Client Support
- Collaborative
- Detail Oriented
- Self Motivated
- Time Management
- Organized
- Brand Development
- Campaign Strategy
- Print & Digital Design
- Motion Design
- Adobe Creative Suite
- Microsoft 365 Suite
- Wordpress
- Mailchimp
- Slack
- Asana

Blizzard Entertainment of Microsoft Corp., — Irvine, CA

Senior Graphic Designer II (2018 – 2025)

- Developed high impact creative for Blizzard franchises, including Diablo, Blizzcon, Overwatch, Hearthstone, and World of Warcraft.
- Served as interim Creative Director during leadership absences, providing approvals, feedback, and visual direction across campaigns supporting 15+ team members.
- Rated as top performer during performance reviews, citing attention to detail, willingness to help others, and reliability.
- Aligned execution with vision, often under high-stakes and rapid timelines by partnering with brand managers, producers, and fellow creatives.
- Mentored new hires and junior designers, improving internal systems for onboarding, asset delivery, and consistency.

GRAV — Austin, TX

Art Director (2015 – 2018)

Senior Graphic Designer (2012 – 2015)

- Directed and managed internal design team and external creatives, contributing to explosive company growth from \$750K to \$15M in annual revenue.
- Led creative efforts for over 100 full-scale marketing campaigns and cohesive deployment of 750+ SKUs, ensuring consistency and market relevance.
- Rebuilt packaging system and refined retail and trade show visuals, establishing GRAV's style and tone that expanded to point-of-purchase and retail displays.
- Led creation of assets across all B2B and B2C touchpoints, aligning design strategy with evolving business needs and product goals.
- Collaborated with sales, product development, and leadership teams, translating business strategy into impactful design and outcomes.
- Created and refined in-house product photography studio and templated procedures, reducing outside costs and creating consistency.

Freelance Creative — Various Clients

Creative Execution & Art Direction (Selective Projects)

- Delivered brand identity, marketing collateral, and video production for brands and individual creatives.
- Provided creative direction and visual campaign leadership, aligning client presentation with goals.