

# TY STEVENS

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Saint Paul, MN

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<http://www.tystevenscreative.com/>

## SENIOR ART DIRECTOR & GRAPHIC DESIGN LEAD

### Understand Fast-Paced Environments and Need for Constant Evolution

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.

### CORE COMPETENCIES

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

### PROFESSIONAL EXPERIENCE

#### BLIZZARD ENTERTAINMENT OF MICROSOFT CORP., Irvine, CA

##### Senior Graphic Designer II

2018 to 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

**Senior Graphic Designer → Art Director** 2012 to 2018

- 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 systems and refined retail and trade show visuals, establishing GRAV's style and tone.
- 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.

## OTHER RELATED EXPERIENCE

### VARIOUS CLIENTS

**Freelance Creative** (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.

## EDUCATION

- **Associate of Applied Science (AAS)**, Music Engineering, McNally Smith School of Music, Saint Paul, MN
- **Associate of Applied Science (AAS)**, Production, McNally Smith School of Music, Saint Paul, MN

## CERTIFICATIONS

- Concept Art and Digital Illustration, CG Spectrum, Melbourne, Australia (Virtual)
- Product Photography, Precision Video and Camera, Austin, TX
- Typography Blackbelt, London College of Communication, London, England (Virtual)