
Tyler Rix

Creative Manager at Digital Limelight Media

Web Design, Web Dev, UI/UX,
Graphic Design & Marketing

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Dynamic and solutions-based Creative Manager with over a decade of design and digital agency experience. Proven track record of driving brand growth and achieving high-impact results for a diverse portfolio of clients. I've led cross-functional teams, managing large-scale projects, and foster a collaborative and creative work environment.

Education

Bachelor's of Fine Arts
Kendall College of Art & Design - 2013

Technical Skills

- » **Creative Software:** Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects). Figma, Canva.
- » **Web Development:** HTML, CSS, Wordpress, Woocommerce, Elementor, Webflow, Shopify
- » **Digital Marketing:** SEO and SEM strategies, Email and Social Media Marketing, PPC campaigns

Off-line Skills

- » **Project Management:** Planning, executing, and delivering large-scale projects.
- » **Client Relations:** Understanding individual client needs and delivering tailored creative solutions. Building and maintaining strong client relationships.
- » **Team Leadership:** Recruitment, training, and mentorship of new hires. Managing cross-functional teams, and fostering a collaborative and innovative work environment. I'm more of the "in the trenches" type of manager/leader, rather than "tall tower" type manager style.

Experience

Creative Manager
Digital Limelight Media
April 2013 - Present

As the Creative Manager at DLM, I oversee the design, development, and video teams. My responsibilities span across various facets of the creative process:

- » **Design Management:** I am actively involved in the recruitment, training, and mentorship of new hires within the design team. I also manage service pricing for photography, videography, and a la carte design services.
- » **Development Oversight:** I collaborate closely with our team of developers on new website projects, ensuring seamless transitions between design and development phases. I track project deadlines and address any client issues or concerns that arise.
- » **Videography Coordination:** Alongside our in-house videographer/editor, I manage videography projects and coordinate with contracted videographers for travel shoots. These projects often involve filming and interviewing doctors and patients on location.
- » **High-Priority Client Design:** Despite my managerial responsibilities, I continue to design for high-priority clients, ensuring top-tier creative solutions for DLM.
- » **Multi-Department Collaboration:** I work with a team of managers overseeing marketing specialists, content specialists, and SEO specialists to ensure cohesive and integrated strategies across all departments.

Since joining the company in its startup phase with just three other members and fewer than ten clients, I have contributed to its growth over 11 years. DLM now has a team of 46 employees and serves over 250 clients.

Freelance Design & Management
Rix Designs, LLC
January 2020 - Present

As a Freelance Designer under Rix Designs, LLC, I have successfully managed and executed various creative projects for a diverse range of clients. My responsibilities include comprehensive design, development, branding, and marketing solutions tailored to each client's unique needs. See more work at tylerrixdesigns.com

- » **Archival Brewing:** Provide ongoing website maintenance, SEO optimization, and monthly web reporting services for Archival Brewing, enhancing their online presence and ensuring optimal performance.
- » **Comstock Park Street Flags:** Designed street banners and a town logo for Comstock Park, incorporating symbols representing the town's heritage and culture. The project involved creating a cohesive visual identity to foster community pride and engagement.
- » **Cultural Roots Nursery:** Designed and developed the website for Cultural Roots Nursery, a local farm nursery near San Antonio, CA. The project included setting up e-commerce functionality, local SEO, and developing forms for community partnerships and learning programs.