

# Tyler Kongsliie – Art Director

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**Objective:** To conceptualize and execute arresting key art for theatrical and television advertising by way of strong conceptual and design sensibilities; art direction, including collaboration with copywriters; and photo shoot production.

## Professional Experience:

### Kongsliie Creative – Freelance Art Director

April 2007 – Present

Major responsibilities include:

- Conceptualizing and designing print ads, logos, CD/DVD cover art, business cards, sales brochures and push e-mails.
- Creating branded mobile content, press kits and invitations.
- Designing, implementing and maintaining websites using flash and HTML/CSS.

Clients include:

- SpotCo
- Bravo
- TSG Reporting, Inc.
- Jedell Productions, Inc.
- Beverly Feldman Shoes
- Wharton Business School
- Scott Piper
- Corey McKern
- Craig Ferguson
- Lea Woods Friedman
- Kaz Chiba
- Portland Japanese Garden

### Coates Kokes Advertising – Art Director

May 2002 – April 2007

Major responsibilities included:

- Collaborating with copywriters to execute ad campaigns for print, outdoor, online and broadcast.
- Researching and hiring photographers; co-producing photo shoots and art directing on set.
- Designing client collateral, logos, business cards, video presentations, and bus wraps.

Clients included:

- The Register-Guard
- BetterBricks
- Avista Utilities
- Tonkon Torp Attorneys at Law
- RiverPlace Athletic Club
- Kuni Automotive Dealerships
- Imelda's and Louie's Shoes
- Voodoo Doughnut

## Industry Awards:

- **Excellence** for single Direct Response in the Portland Advertising Federation's Rosey Awards (2007)
- **Merit** for single Direct Response in the PAF's Rosey Awards (2005)
- **Merit** for single Print Ad Poster in the PAF's Rosey Awards (2006)
- **Excellence** for single Print Ad Poster in the PAF's Rosey Awards (2006)
- **Merit** for Out of Home bus side in the PAF's Rosey Awards (2004)
- Awarded the School of Journalism Roy Paul Nelson Award for **Outstanding Art Direction** (2001)
- Awarded **First Place** for Advertisements in Michigan State University's Design Contest (2001)

## Skills & Software:

- Photoshop
- Illustrator
- InDesign
- QuarkXPress 6.5
- Flash
- HTML/CSS
- Photo Shoot Production
- Digital Photography
- Digital Retouching

## Education:

**University of Oregon – Eugene, OR**  
**B.S. School of Journalism and Communication: Advertising**  
**Minor in Business Administration**

Sept. 1997 – June 2001