

Tyler Old

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Results-oriented Technical Artist with five years in fast-paced environments leading small technical and creative teams. A successful leader of cross-functional teams building innovative products, and creative solutions, training new and experienced artists, coaching and teaching classes, and documenting complex processes. Skilled practitioner in stakeholder management, project planning, and critical & design thinking. Develops tailored solutions for use across complex established systems and work environments. Accomplished briefer of complex processes, creative solutions, and project status to senior stakeholders. A highly adaptable individual with a proven history of managing multiple conflicting priorities, making data-driven solutions under pressure while successfully delivering projects. An active member of the community with civic involvement.

Core competencies:

Critical & Design Thinking

Problem Solving & Communication

Marketing Management & Creative Direction

Product Design & Implementation

Facilitation & Coaching

Strategy, Business Analytics/Simulation Analysis

EDUCATION

Johns Hopkins Carey Business School, Baltimore, MD

Master of Business Administration

Expected June 2024

MBA: Business Analytics and Risk Management, Digital Marketing, and Entrepreneurial Marketing

Relevant Coursework: Marketing Management, Marketing Strategy, Business to Business Marketing Strategy, Business Analytics, New Product Development

Savannah College of Art and Design, Savannah, GA

June 2017

Bachelor of Fine Arts (BFA) – Visual Effects (GPA: in-major 3.75, overall 3.51)

Work Experience

Freelance Artist – Multiple Studios, Alpharetta, GA

Jan 2021 - Present

- Collaborated with multiple cross-functional teams delivering tasks while maintaining a cohesive look across projects.
- Designed and established scalable workflows, improving department efficiency by 15%, identifying and solving studio-wide problems
- Collaborated with team engineers, evaluating new products, identifying critical path barriers, and developing innovative solutions for product ease of use

DreamWorks Animation, Glendale, CA

Oct 2018 – Dec 2020

Composing Advisory Board

- Routinely assessed tools throughout product life-determining new features and evaluate scalability issues, performance, and forward capability.
- Researched, developed, presented, and obtained approved innovative technology advances from executive stakeholders. Innovations further aligned end products with the studios' goals, positioning, and target markets, resulting in innovative/award-winning films.
- Conducted collaborative, detailed design sessions with engineers and technical stakeholders, developing innovative technologies and troubleshooting old products. Identified critical customer concerns and presented innovative and creative solutions, identifying key product features and requirements. These new tools increased department efficiency by 10-15% per shot.

Lighting and Composing Artist, Image Finaling Artist

- Documented creative studio tools and products for cross-function teams.
- Mentored and on-boarded new artists, managed priorities across multiple fast-paced projects with conflicting deadlines
- Presented marketing stills, spots, and branding materials to the Vice President of Marketing and other executive stakeholders weekly for creative approval.
- Collaborated with cross-functional teams and supervised teams on “How to Train Your Dragon 3” and “The Croods 2” marketing campaigns.

Professional Certifications / Professional Memberships:

- Microsoft Suite, including MS Project
- Adobe Creative Cloud Suite
- Television Academy Member (non-voting)

Civic Involvement

Volunteer Teacher/Member, Peachtree Curling Association, East Cobb, GA

Feb 2022 – Present

- Volunteer teacher for “Learn 2 Curl” events promoting and marketing the sport of curling and encouraging new members to join the association.
- Assists with ice rink care, maintenance, setup for events, and regular league play