


# Ty Brayton



 **TyBrayton.com**  
online portfolio

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## **Tribune Media**

Graphics Systems Manager | Designer 2013 - Present

- Set the bar in branding, layout, digital, promotions, commercial, animation, color, and space.
- Specialize in research-based brand identification, formulation, and 360° marketing.
- Motivate team members to work in tandem and be informed at each step of the creative process.
- Consult and design for in-house and other Tribune Media creative services departments, digital production, client, and on-air programming in fast-paced, deadline-driven environment.
- Manage and oversee all graphics systems and new technology integration.
- Launch and develop company-wide, real-time content production management and distribution tools for digital and broadcast.
- Enact efficient approaches to improve workflow and cater brands to stand out from the crowd.

## **Gloucester County Public Schools**

Television Production Instructor 2011 - 2013

- Direct 9th-12th grade high school students in a live-to-tape news-gathering and production environment.
- Manage instruction, branding, marketing, style guide, and student-produced sports and news content for local channel 47.

## **WTKR News3 | WGNT CW27**

Senior Designer 2009 - 2011

- Responsible for 3D motion, still, live, and pre-produced graphic design content for broadcast, digital, and print.
- Create daily graphics for news and sports programs, opens, and transitions with short deadlines and high accuracy.
- Contribute to team development of station style guide and re-branding.

## **Brand Management**

Layout

Broadcast Design

Digital Design

Print Design

After Effects

Illustrator

Photoshop

Premiere Pro

InDesign

Cinema4D

HTML5, CSS, JavaScript

## **James Madison University**

Harrisonburg, VA  
Bachelor of Arts  
School of Media Arts & Design  
Digital Video & Cinema

## **Emmy Awards**

- **Graphic Arts**  
Programs Compilation
- **Graphic Arts**  
News Compilation
- **Special Programs**  
Motion Graphics Compilation
- **Weekend Newscasts**  
Larger Markets Super Bowl

