


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

