


Ty Brayton



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National Cattlemen's Beef Association (NCBA) **Beef. It's What's For Dinner.®**

Video Production Director | Motion Designer 2018 - Present

- Relaunch the iconic Beef. It's What's For Dinner.® brand nationally to the next generation by developing visual and digital communications assets that showcase the amazing people who raise beef, the strength it provides, and its great taste.
- Coordinate with in-house and outside contractors on design, layout, and production of visual communications pieces, including but not limited to infographics, advertisements, promotions, videos, and other digital communications.
- Experiment and recommend new ideas that help bring the Beef. It's What's For Dinner.® brand and NCBA's variety of multimedia properties to the forefront of consumers' and producers' minds.
- Coordinate across departments and time zones to conceptualize/propose, ensure quality video production/graphic design, create, maintain, and update corresponding print and digital communications materials.
- Clients include: Beef. It's What's For Dinner.®, the annual Cattle Industry Convention & NCBA Trade Show, NCBA's weekly TV program Cattlemen to Cattlemen, NCBA's Policy Division, Beef Quality Assurance, Masters of Beef Advocacy, Stockmanship & Stewardship, Cattlemen's College, Federation Services, Consumer/Nutrition Research and Focus Groups
- Work with 42 State Beef Council partners across the country to bring the Beef. It's What's For Dinner.® brand to life regionally, as well as provide national-quality services for local initiatives.

Tribune Media

Graphics Systems Manager | Designer 2013 - 2018

- 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.

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

2018

- **News Promo**
Single Spot

2016

- **Graphic Arts**
Programs Compilation

- **Graphic Arts**
News Compilation

2015

- **Special Programs**
Motion Graphics Compilation

- **Weekend Newscasts**
Larger Markets Super Bowl

