

Tyler Allanach

Graphic Designer

Holland, MA

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tylerallanach.com

Work Experience

Print & Design Lead/ Marketing Graphic & Web Designer

OptiMA Dry Erase Products - Shrewsbury, MA

February 2023 to Present

- Maintain and update design elements across multiple company websites, ensuring consistency and visual appeal, while collaborating with the marketing team to enhance brand engagement.
- Oversee the entire design and printing process, managing projects from concept to final output to ensure high-quality results.

Graphic Designer / Print Technician

OptiMA Dry Erase Products - Shrewsbury, MA

February 2020 to February 2023

- Translated customer ideas and concepts into clean, effective designs for custom whiteboards, ensuring client satisfaction.
- Operated large format printers and a dye sublimation press to produce high-quality graphics for whiteboard production.

Graphic Designer

Allanach Mortgage Group - Remote

September 2019 to Present

- Design and develop marketing materials, including digital and print advertisements, to showcase mortgage products and services at credit unions.
- Create engaging presentations and promotional content to enhance brand visibility and attract potential clients.

Graphic Designer

Central Connecticut State University - New Britain, CT

September 2018 to September 2019

- Created printed flyers and social media graphics to promote recreational activities and events, using event photography to enhance designs.
- Attended events to capture photos for social media, ensuring engaging and authentic promotional content.

Education

BA in Graphic/ Information Design

Central Connecticut State University

August 2015 to May 2019