

# ANDREW TYRA

5312 Maple City Hwy  
Lake Ann, Michigan 49650  
(231) 642-1354  
[andy.tyra.design@gmail.com](mailto:andy.tyra.design@gmail.com)  
[andytyra.com](http://andytyra.com)  
[linkedin.com/in/andy-tyra-958895217](https://www.linkedin.com/in/andy-tyra-958895217)

## GOALS

To continue my professional and creative growth.

## EDUCATION

### Saginaw Valley State University

— Bachelor of Arts: Major in Graphic Design,  
Minor in English  
SEPTEMBER 1996 - JUNE 1999  
SVSU provided small class sizes, a modern (for its  
time) computer lab and many talented  
instructors. I worked for their newspaper The  
Valley Vanguard, produced the annual arts  
publication *Cardinal Sins* and received the Tyner  
Prize for Student Poetry.

## EXPERIENCE

### Bright Bridge Studios

— Co-Owner, Frontend Developer, Art Director  
JANUARY 1, 2000 - PRESENT  
Provided web marketing services, UI Design,  
frontend development and graphic design  
services to a wide variety of clients (primarily  
small to medium-sized businesses).

### Andy Tyra LLC

— *Creative Designer, Illustrator, Author*  
JUNE 2020 - PRESENT  
Operate a side business providing illustration and  
graphic design for clients and my own creative  
projects such as my 2022 novel, *Caverns Below  
Milwaukee*.

### Saginaw Valley State University: Office of Continuing Education

— *Graphic Design Intern*  
SEPTEMBER 1997 - JUNE 1998  
Worked with multiple stakeholders and received  
practical experience in graphic design and  
project management. My work mainly involved  
designing logos, designing printed marketing  
materials and working with vendors.

## SKILLS

### Graphic Design

- Logo and brand design
- Concepting, sketching, idea generation
- Print Design ( books, magazines, maps,  
product packaging, flyers, posters and ads)
- Expert with Adobe Suite (InDesign,  
Illustrator, Photoshop, and others)
- Project management for printing projects,  
(optimization, file prep and delivery)
- Fluency with beverage industry and retail  
labeling standards, die lines and cartons.
- Barcodes, ISBN and the GS1 interface
- Formatting and optimization of ebooks

### Illustration

- Digital illustration and painting.
- Can use Adobe Illustrator to create and edit  
scalable vector artwork for print and screen

### Web Development

- Creation of Wireframes and Concepts
- Project management, scheduling and  
setting benchmarks
- Extensive knowledge of HTML and CSS
- Coding for responsive email marketing
- Website staging and launch procedures
- FTP, SFTP, deployment using repositories
- Responsive design, responsive grids and  
industry standard breakpoints
- UI Design for websites, web apps, landing  
pages/funnels and web apps
- Javascript and JQuery
- Bootstrap and Foundation frameworks
- SEO and SEM research and best practices
- Adept with Web Host Manager (WHM)
- MySQL database creation and management  
with phpMyAdmin
- Skilled at content strategy, copy writing,  
creation of infographics and photo editing
- Expert in digital image formats and  
optimization

## **SKILLS (CONT'D)**

### **Google and Microsoft Products**

- Fluent with Google Developer Console, Google Maps API, Google reCaptcha and Google Analytics
- Experienced user of Google Suite, especially Docs, Sheets and Drive
- Experience with Microsoft Word, Excel and Powerpoint

### **Wordpress**

- Thorough knowledge of Wordpress platform
- Child Themes, Theme Customization
- Page Builders such as Elementor, WP Bakery, Visual Composer, Beaver Builder, Divi and others
- Installing and configuring security plugins (anti-hacking, login security, anti-malware)
- Form builders and integration with add-ons like SendinBlue (SMTP) and Google reCaptcha.
- Integrating, configuring and testing ecommerce systems, shopping carts and payment gateways
- Advanced Custom Fields and Metabox
- Advanced Ads and Google Ads integration

### **Other Skills**

- Estimating project cost and writing comprehensive proposals
- Project management and communication with my team, vendors and stakeholders
- Good verbal and written communication skills
- A good listener
- Tutorials, concept deck presentations and video screencasts
- Excellent time management
- Experience with apps such as Slack, Trello and Figma
- Dedicated to delivering work on time and within an approved budget
- Driven to achieve project goals and exceed expectations