



## Aly Tuttelman

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## Education

Tyler School of Art & Architecture,

Temple University

Bachelor of Fine Arts,  
Graphic & Interactive Design  
3.8 GPA | Dean's List  
Graduation: May 2021

## Skills

Adobe Creative Suite

Photoshop

Illustrator

Dimension/Stager

InDesign

After Effects

Client Relationship Management

Strategic Planning & Execution

Process Optimization

Campaign Performance

Creative Direction

Content Development

Team Leadership & Mentorship

Effective Communication & Storytelling

## Experience

**Art Director - Red Tettemer O'Connell + Partners**

April 2023 to Present

Spearheading a comedy focused advertising firm to create a range of content from advertising campaigns to social posts. Creating content hand-in-hand with creative directors as well as in-house production team. Monitoring the campaign performance across social channels, providing data-driven recommendations that boosted engagement.

**Designer - 160/90 Philadelphia**

August 2022 to March 2023

Designed and strategized for a global marketing agency, specializing in higher education. Collaborated in person with members across all office teams, to create one-of-a-kind brands. Built print-ready assets to be used nationwide in large-scale media buys. Led brainstorming sessions and cross-functional collaborations to generate innovative concepts for campaigns.

**Designer - Freelance**

January 2021 to August 2022

Collaborated with diverse clients to create tailored design solutions, managing projects from concept to delivery while ensuring high-quality outcomes. Leveraged my expertise in the Creative Suite, and developed innovative branding and digital assets that enhanced client engagement and satisfaction. Clients included but are not limited to; Flight Camp Studio, By Dami Studios, Chick Invitations, Eliqs, Meek Mill, Professional Cannabis Group, and Confidence is a Choice.

**Graphic Designer and Brand Strategist - Catapult Thinking**

June 2021 to January 2022

Collaborated with a tight knit team to deliver thoughtful and strategic solutions to issues that arise in established brands. Cultivated and strengthened relationships with clients. Lead packaging design, copy writing, ad concepts, and brand strategy. Clients included but are not limited to; Boar's Head, Bierman ABA, Behold Cannabis, KASK Safety, and Henry Shien.

## Volunteer Experience

**AIGA Mentorship**

Boston, MA - May 2021 to May 2022

Paired with professional to aid in career development.

**Peer Advisor**

January 2021 to May 2021

Mentored new members of the Tyler Graphic & Interactive Design major fostering a culture of growth and collaboration.

## Achievements

**Dieline Feature**

Featured on Dieline's Annual Student showcase for Oop Craft Soda.

**Galeria WIT - Group Exhibition**

Two posters selected to be shown in exhibition.

**Menei Scholarship Recipient**

Election by Design faculty nomination, based on outstanding performance within program.