TYLER WIEDMAIER

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EDUCATION

Arizona State University
Bachelor of Science in Graphic Design
May, 2008

PROFESSIONAL EXPERIENCE

T. A. Wiedmaier LLC - Raleigh, NC
Owner - November 2023 - Present

Motion and graphic design services.

Global Knowledge - Raleigh, NC
Senior Creative Director
December 2020 - November 2023
Creative Director
August 2016 - December 2020

Led the creative efforts of a fresh, enthusiastic team tasked with developing a digital learning product within Global Knowledge, a leading multinational brick-and-mortar training company. The initial duty of this role was to guide the visual aesthetic and collateral production of the new product, but this quickly grew into a more widely utilized position that supported many branches of the company from content and platform, to marketing and internal communications.

The responsibilities of this role included:

- **Brand Alignment:** Established a clean and future facing visual identity across static and video content that emphasized the digital product's function, bringing the company into the modern era, while maintaining a harmonious relationship to the established corporate brand.

- **Video Production:** Storyboarding, filming (in-person and remote), directing, editing, motion graphics (2D and 3D), virtual set design, and sound design

- **Graphic Design:** course content, marketing initiatives, platform UI, sales tools and executive presentation materials as well as an occasional photography assignment

- **Managing Vendor Video Productions:** Remotely and in-person

StormWind Studios - Scottsdale, AZ
Creative Director
June 2013 - July 2016
Graphic Designer
November 2009 - June 2013

Embarked on an exhilarating journey, transitioning from a graphic designer to creative director within a thriving 12-person custom and IT training company. This dynamic organization experienced remarkable growth, expanding from its modest beginnings to a robust team of over 200 employees by 2016.

The pivotal role of creative director involved shaping the visual aesthetics of custom projects for a diverse clientele, ranging from nimble start-ups to Fortune 500 giants across various industries. Additionally, the role was responsible for defining and maintaining the look and feel of the company's proprietary IT training product.

The scope of work was extensive, from crafting compelling visual narratives to ensuring seamless user experiences. It was a rewarding challenge that blended creativity, strategy, and innovation.

The responsibilities of this role included:

- **Client Communication:** concept meetings, brand alignment, and review sessions

- **Concepting:** design of initial concepts including static and video mocks, storyboards, scripting, music selection, and talent selection (live action and voice over)

- **Creative Direction:** guided teams that included writers, instructional designers, videographers, motion graphics artists, video editors, graphic designers and 3D artists

- **Filming:** directing talent, directing photography, interpreting client feedback

- **Postproduction:** motion graphics (2d and 3d), video editing, sound design and graphic design

- **Graphic Design:** training and marketing content, web and UI

PLATFORMS

- Adobe Suite
- Cinema 4D
- Microsoft Suite
- Mac/Windows
- Stable Diffusion/Gen AI