

# tyler handa

## CONTACT

tylerhanda2@gmail.com  
www.handadesignz.com

## EDUCATION

### 2019 – 2023

Pennsylvania College of Art & Design  
BFA in Graphic Design  
Cumulative GPA: 3.98

### 2015 – 2019

Bucks County Technical High School  
Commercial and Advertising Art  
Cumulative GPA: 4.05

## ACHIEVEMENTS

GDUSA American Package  
Design Award / 2023  
GDUSA Student to Watch / 2023  
AIGA Designathon / 2020 – 2023  
PCA&D Dean's List / 2019 – 2022

## SKILLS

Traditional and Digital Illustration  
Advertising and Copywriting  
Typographical Design  
Hand Lettering  
Brand Identity Development  
Publication Design  
Packaging Design and Production  
Motion Graphics  
Web Design and Prototyping

Adobe Illustrator, Photoshop,  
InDesign, After Effects, XD,  
Dreamweaver, and Dimension  
HTML 5 and CSS 3

## OBJECTIVE

I'm a super versatile self-driven designer/artist and recent college graduate pursuing a career in brand development and package design. I have a relentless work ethic and a lot of passion for creating clean, fun, and approachable solutions to real-world design problems.

## EXPERIENCE

### HANDA DESIGNS / 2017 – PRESENT

*Freelance Graphic Designer and Illustrator*

- Illustrated realistic and stylized pieces for local businesses and individuals
- Developed branding and various promotional designs and advertisements for local businesses
- Received project inquiries through word-of-mouth promotion and social media

### PENNSYLVANIA COLLEGE OF ART & DESIGN / 2021, 2023

*In-house Agency Founding Member and Art Director*

- Created branded promotional materials and merchandise for college events
- Organized, designed, and took lead on the production of the college's 2023 Senior Exhibition book
- Worked with non-profit organizations to provide them with branding, brochures, and advertisement posters

### FORCEPKG, INC. / 2022

*Graphic Design and Packaging Intern*

- Created on-brand social media posts and designed a functioning website prototype for the agency
- Constructed dielines for product packaging
- Developed a logo evolution, package designs and other printed materials for Stoner Inc. brands

### SUNBURY PRESS, INC. / 2021 – 2022

*Freelance Book Cover Designer*

- Designed front covers for three published books
- Worked directly and indirectly with authors to understand what they had envisioned for their books
- Developed a cover image to be used for a future title