



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
Content Capture
On-Set Direction
Creative Direction
Content Development
Post Production Development
Communication & Storytelling
Social Media Trends & Forecasting

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.