



**TRISTANCOLLINSGRAPHICS.COM**

## **WHO I AM**

I am a graduate of Parsons School of Design with a BFA in Illustration and more than 15 years of experience in freelance and in-house graphic design, including five years in team lead roles. I am a workhorse and a team player. Organized and dependable, I thrive when focused on the design work in front of me. If you give me a task, it will get done. If I don't know something, I will learn how to do it.

I taught myself Adobe InDesign to secure my first graphic design position and have since expanded my experience across a wide range of creative disciplines, including animation, motion graphics, 3D staging, web design, and paper toy development. I enjoy learning new skills and integrating them into my creative toolkit. As well, I have experience delegating work, training and mentoring teammates, collaborating with sales and production teams, and managing freelance creatives.

## **PRINT EXPERIENCE**

My current work focuses primarily on Adobe Creative Cloud applications, including Photoshop, Illustrator, and InDesign, with additional experience in Blender for product staging and rendering. In recent years, I have specialized in board game design, including rulebooks, packaging, card and punchboard layouts, and the design and production of plastic, wood, and metal game components. My print production experience includes vinyl decals, DTF transfers, sublimation printing, clear plastics, wood components, and specialty paper products. I have redesigned arcade game graphics, refreshed corporate branding, created large format convention displays and marketing materials, and developed apparel graphics for mass production.

## **DIGITAL EXPERIENCE**

I have experience developing and managing websites using WordPress, as well as maintaining content and visual assets on platforms such as Squarespace and Shopify. At the Hippo Press, I developed and managed a digital subscription program using WishList Member and oversaw the annual Best Of readers' survey and related social media campaigns. At Tycoon Games, I created digital advertisements, crowdfunding campaign assets, and sales materials for an international sales team. I've also previously designed and built my own fine art e-commerce website using WordPress and WooCommerce.

## **FUTURE GROWTH**

My current learning includes UX design in Figma, 3D product staging in Blender and Adobe Dimension, motion graphics in After Effects, and video editing in Premiere Pro. While my experience with these applications is not as extensive as my graphic design background, I am eager to continue developing these skills and applying them in a professional environment.

## GOAL

Prompted by a move across the US, I am seeking positions with more flexibility, new challenges and new opportunities for professional growth and collaboration. I am excited by the prospect of applying my design expertise in a new industry, where I can bring a fresh perspective while continuing to learn and expand my capabilities.

## EXPERIENCE

### Senior Graphic Designer, Art Director, Illustrator

**Tabletop Tycoon / Tycoon Games, Londonderry, NH, Feb. '23 - June '26**

My time at Tycoon Games involved a wide range of projects that I'm proud to have been a part of. My work included digital assets and traditional print, 2D and 3D design work, small scale (5mm!) and large scale (12ft!). I flexed my illustration, animation and design skills while developing a deeper understanding of traditional print, digital marketing and sales.

**Software and web platforms used:** Adobe Photoshop, Illustrator, and InDesign; Adobe Dimensions, After Effects, and Premiere Pro to a limited degree; Blender; Figma; Canva; Klaviyo; Shopify; Affinity Publisher, Photo, and Designer.

#### Experience & Responsibilities:

- Hiring artists and directing art production for complex game projects with the goal of maintaining a clear vision and narrative, quality work at volume, and communicating passionate world-building to our board game fans.
- Advising on the hiring of new candidates and training incoming graphic design staff.
- Supporting the sales team with marketing materials, including sell sheets, crowdfunding collateral, newsletter and web graphics.
- Designing convention booths; coordinating banner and display production; handling booth setup, tear-down, and floor sales.
- Managing and organizing a large archive of digital assets and marketing materials across dozens of intellectual properties.
- Communicating with an international network of factories, localizers, visual artists, and game designers.
- Tabletop game layout including game boards, cards, and rulebooks.
- Engineering 2D and 3D punchboard game components (paper toys).
- Developing 3D renders in Blender and Dimensions ahead of product releases, as well as previewing and managing existing 3D assets.
- Creating supplementary digital illustrations (non-AI) to support evolving game productions and fill artwork needs.
- Utilizing AI for rapid prototyping and concepting prior to human-made master files.
- Developing print templates and redesigning vinyl wraps for arcade games, vending machines, and claw machines.
- *Relocating to Oregon to be closer to family.*

### Senior Graphic Designer, Department Lead

**The Hippo Press, Manchester, NH, Oct. '17 - Feb. '23**

- Weekly editorial layout and production.
- Print and digital advertising design.
- Branding and campaign development.
- WordPress and Squarespace website management.
- Newsletter and social media management.
- Staff hiring, training, and mentor-ship.
- Workflow and file management optimization.
- *Left the position to join Tabletop Tycoon / Tycoon Games.*

### Graphic Designer,

**The Mountaineer Publishing Co., Waynesville, NC, April '15 - Sept. '17**

- Collaborated with clients and sales teams to create promotional and branding materials.
- Coordinated with editorial team to produced four weekly print publications.
- Worked directly with commercial printers to ensure successful prints weekly.
- *Relocated to New Hampshire to pursue growth opportunities.*

### Floor Supervisor,

**True Blue Art Supply, Asheville, NC, Feb. '13 - April '15**

- General store management: cash handling, inventory, scheduling, and training.
- Assisted professional art clients with selecting supplies.
- Supported monthly art events and First Friday openings.
- Collaborated with artists and managed customer experience.
- *Left position due to store closure.*

# TRISTAN COLLINS

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## SKILLS

Photoshop ★★★★★

Illustrator ★★★★★

InDesign ★★★★★

After Effects ★★☆☆☆

Figma ★★☆☆☆

**Professional skills** include the ability to work in teams or independently, multitask and manage time effectively under deadlines, maintain attention to detail, and communicate effectively with coworkers.

**Interpersonal skills** include the ability to listen and empathize with clients, recognize client needs, present effective solutions, and maintain a professional demeanor with difficult accounts.

**Character Traits** include a strong sense of fairness, personal responsibility, work ethic, and creative problem-solving.

## EDUCATION

BFA in Illustration, 2006-2010,  
Parsons The New School for Design, NYC

Interned with Asterix Animation, 2010-2011

Coursera Figma Certificate