

# Kyle RINZLER

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## EDUCATION

Michigan State University

Bachelor of Arts

Creative Advertising // Minor in Graphic Design

## WORK

### JACK MORTON DETROIT | Designer | Nov. 2021 - Present

Assist in the conceptual development and experiential design production for various event elements for Cadillac.

These events mainly include sporting and racing events of which Cadillac is a main sponsor such as PGA, Miami Open, US Open, Cadillac Racing, etc.

Also assist in the design of various print and digital external projects for Cadillac and internal projects for Jack Morton.

### TILT | Designer & Art Director | Mar. 2019 - Nov. 2021

Assisted in the art direction and design of various 360° campaigns from the conceptual phase, to the final production. The campaign elements mainly included TV, digital, OOH, print, mobile, web, and presentations.

Worked with clients in multiple industries covering healthcare, technology, beauty, and finance

Was responsible for creating social media content, website design, and brand style guides for TILT, along with some of our other brands including TORQ World, Alline, Sunvera and Nermours Children's Health.

Became quickly acclimated to working as the lead on various projects in a fast-paced, small studio environment.

### GTB DETROIT | Art Director Intern | Jan. 2019 - Mar. 2019

Wrote scripts / story boards for TV and Digital spots, assembled campaign decks, and worked with production houses on and off set

Worked on various internal company projects as an art director and a Graphic Designer including holiday, health, and event campaigns.