

BEN TYLER

**MULTIMEDIA SPORTS JOURNALIST
+ GRAPHIC DESIGNER**

DESIGN PORTFOLIO

**SCROLL DOWN
TO BEGIN
PORTFOLIO**



POSSIBLY THE BEST EXAMPLE OF MY
DESIGN WORK CAN BE SEEN WHEN
LOOKING AT MY SIDE BUSINESS...

THE COMPANY

BRUM VINTAGE

WHAT DO WE DEAL IN?

RETRO FOOTBALL SHIRTS.

HOW DO WE MARKET OUR SHIRTS?

HIGH QUALITY, EYE-CATCHING VISUALS ON
DEPOP/INSTAGRAM - DRAWING ON ICONIC SHIRT
DESIGNS AND THE NOSTALGIA FACTOR.

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14K+ DEPOP FOLLOWERS

2.7K+ INSTAGRAM FOLLOWERS

2K+ DEPOP SALES



SO WHAT KIND OF DESIGN WORK DO I
PUBLISH TO BRING ATTENTION TO
BRUM VINTAGE?



POSTS

INSTAGRAM

///

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STORIES

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POSTS

WHAT'S THEIR PURPOSE?

1/// TO PROMOTE SHIRTS THAT
WE ARE CURRENTLY SELLING

2/// TO ATTRACT
FOOTBALL SHIRT LOVERS,
SELLERS & FANATICS ALIKE

3/// MAINTAIN BRUM VINTAGE'S
POSITION WITHIN THE
'FOOTBALL SHIRT COMMUNITY'

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QUICKFIRE ANALYSIS

- use of urban font as a nod to the city of Marseille
- design imitates the shirt in focus [2011/12 third]
- simple, clean design - no need to overdo it with too many visual elements



STORIES

WHAT'S THEIR PURPOSE?

1/// HIGHER RATE OF
ENGAGEMENT/IMPRESSIONS

2/// POTENTIAL TO ADD IN
INTERACTIVE ELEMENTS TO
DRIVE UP ENGAGEMENT

3/// MORE LIKELY TO BE
NOTICED THAN POSTS ON A
BUSY INSTAGRAM FEED

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EXAMPLE 1

↕ **CLICK TO VIEW VIDEOS** ↕

EXAMPLE 2

QUICKFIRE ANALYSIS

- differing visual effects for either tournament
- use of transitions keeps viewers locked in
- use of polls [not seen in videos] gets users used to interacting with company/brand



SHOP PRESENTATION



1. 'BANNERS' SPAN ACROSS THREE POSTS TO SEPARATE SHIRTS INTO DIFFERENT CATEGORIES

EASIER FOR CUSTOMERS TO NAVIGATE SHOP

DESKTOP VIEW



PHONE VIEW

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SHOP PRESENTATION



2. BACKGROUND DESIGN GIVES A NOD TO THE CITY OF BIRMINGHAM FLAG WITH TRI-COLOUR SCHEME AND ZIG-ZAG DESIGN

THERE IS OPPORTUNITY FOR CREATIVITY IN EVERY DETAIL

THE SMALL DETAILS COUNT.

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BACKGROUND DESIGN

FLAG FOR CITY OF BIRMINGHAM



SO WHAT COULD I BRING TO THE TABLE?

- a strong written & verbal communicator

As a journalist, communication in both senses is a must.

With over 5 years of experience in this field, I have built up a real knack of communicating messages **verbally**, **in print** and **in my design** work.

- a sound eye for detail; great design skills

It is in the small details where social media visuals become well received.

Presiding over every intricate detail as a journalist is a quality which has also transferred across into my design work.

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SO WHAT COULD I BRING TO THE TABLE?

With several deadlines per week in my existing role, I feel well adapted to tight turnarounds.

Editing my own/others' copy is also very much second nature, so I always feel assured in this line of work.

- can meet tight deadlines; strong copywriting skills

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Working as a team is something which is imperative in journalism - publications cease to exist without it.

Writing for seven weekly newspapers, I have adapted to fast-paced workloads.

- can collaborate with others; manage multiple projects



ADDITIONAL LINKS

Find Brum Vintage at:
depop.com/brumvintage

- AND -

instagram.com/brumvintage

A comprehensive round-up
of all of my published work:

muckrack.com/ben-tyler

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