



TORIBOYKINS

SENIOR GRAPHIC DESIGNER

www.toriboykins.com | toriboykins@gmail.com | 513.509.1061 | @toriboykins

EXPERIENCE

DENVER BRONCOS

Graphic Designer | March 2021 - Present

- Developed and designed all assets for the Reunited in Orange marketing campaign that were used across the organization
- Hired two freelance designers and managed day-to-day work including assigning project tasks, providing design feedback, and ensuring HR compliance
- Managed the overall project timeline for Gameday Magazine across internal teams and external vendors to ensure on-time delivery for each of the 9 Denver Broncos home games
- Collaborated with executive stakeholders to create a visually appealing presentation for NFL executives to use as a part of a successful bid for an International Home Market Area (IHMA) in Mexico. This presentation authentically represented the Denver Broncos presence and impact in Mexico over the past 20 years.

KANSAS CITY ROYALS

Graphic Designer | February 2019 - January 2021

- Provided fresh and innovative ways to execute creative concepts while working within brand guidelines
- Identified inefficiencies in the creative request submission process and worked with the creative team to make improvements that significantly decreased project delivery time
- Managed seasonal intern; assigned projects, reinforced design principles, provided constructive feedback, and supported their professional development

KANSAS CITY CHIEFS

Graphic Design Assistant | March 2018 - February 2019

- Collaborated with internal departments to provide design solutions in the form of flyers, invitations, email templates, ads, social media graphics, stadium signage, and jumbotron graphics
- Assisted design team in creating ideas and concepts to build out large-scale campaigns throughout the football season

INVESTMENT PROFESSIONALS, INC.

Creative Designer | May 2017 - February 2018

- Designed all marketing collateral, campaigns, logos, and stationery for IPI and the 100+ financial institutions we service across the US
- Coordinated with executives, department heads, financial advisors, and sales assistants to provide design solutions to grow their business

CERTIPHI'D DEZIGNZ, LLC

Owner | May 2011 - August 2017

- Focused on painting and designing woodwork and apparel for Fraternities and Sororities nationally
- Built a community of over 13,000 subscribers across multiple platforms by implementing an aggressive social media strategy

EDUCATION

PURDUE UNIVERSITY, MAY 2011

Bachelor of Arts, Interior Design

SAN ANTONIO COLLEGE, DEC. 2016

Certificate, Communication Design

SKILLS

SOFTWARE

Photoshop
Illustrator
InDesign
XD
Lytho (inMotion)
Lightroom
After Effects

PROFESSIONAL

Web Design
Print Design
Logo Design
Project Management
Creative Direction
Photography
Brand Identity

Brand Strategy
Brand Management
Mentorship
Time Management
Client Relations
Conceptual Thinking
Photo Manipulation

Typography
Sketching
Event Branding
Marketing
Layout
Apparel Design