



TORIBOYKINS

CREATIVE LEADER

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EXPERIENCE

DENVER BRONCOS

Manager of Digital Development & Experience | May 2022 - Present

- Discover ways to create best-in-class digital platforms that host engaging content and help drive organizational revenue and regularly update internal departments with information and feedback on platform/content performance
- Manage duties and workflows of a Digital Graphic Designer and UX/UI Designer while collaborating with internal and third-party teams to uncover customer and business needs — then translating them into intuitive and engaging digital experiences
- Maintain and design original page development and artistic layout of denverbroncos.com, empowerfieldatmilehigh.com, and the Broncos365 app using CMS software

Graphic Designer | March 2021 - May 2022

- Developed and designed all assets for the Reunited in Orange marketing campaign that were used across the organization and corporate partners
- 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 videoboard graphics
- Assisted design team in creating ideas and concepts to build out large-scale campaigns throughout the football season

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 followers 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)
VS Code
After Effects

PROFESSIONAL

Creative Direction
Design Thinking
Graphic Design
Web Design
Project Management
Photography
Brand Strategy
Brand Management
Mentorship
Time Management
Client Relations
Event Branding
Working knowledge of HTML & CSS programming languages