Jason Tyburczy

Senior Brand & Visual Designer

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PROFESSIONAL SUMMARY

Senior designer with 15+ years building brands across national media, event marketing, and Web3. Specialist in visual identity systems, character-driven illustration, and high-volume campaign design. I work fast, think in systems, and bring the same hyper-focused craft to a Fortune 500 campaign as to a blockchain mascot. Expert in Adobe CS, Figma, and AI-assisted creative workflows.

EXPERIENCE

Founder & Designer
Jan 2020 – Present

Burzee Studio — Remote — Independent Brand & Illustration Practice

·   **Brand Identity Systems:** Built comprehensive brand guidelines, logos, and UI kits for Leveraged Labs, ensuring consistent visual language across all touchpoints.

·   **Illustration & Character Design:** Created the 61Apes and Lychee visual universes — personally designed hundreds of character assets and marketing materials that drove community growth and sold-out launches.

·   **Speed & Execution:** Delivered complete brand systems solo, from concept through execution, without a support team.

Graphic Designer III, Brand & Growth
Mar 2017 – Aug 2025

Gannett / USA TODAY Network · Remote

·   **High-Volume Production:** Personally produced 50+ national campaigns across 100+ markets. Managed daily execution of digital and print assets in a fast-paced news environment.

·   **Campaign Execution:** Designed the visual system for the Story Behind The Story campaign — a national initiative spotlighting award-winning photojournalism across the entire USA Today Network, scaling seamlessly across dozens of markets and media formats..

·   **Collaboration:** Partnered with product owners and editorial teams to execute assets under tight deadlines while maintaining strict national brand standards.

Promotion Design Manager

North Jersey Media Group · NJ
Oct 2007 – Mar 2017

·   **Team Leadership:** Led a team of 3 designers across event promotion and marketing for a major regional media group.

·   **Event Branding:** Art directed and built brands for flagship events including Food Truck Mash-Up, which scaled from NJ to multi-state production.

·   **Impact:** Drove a 25% visibility increase and record event attendance for three consecutive years.

SKILLS

Core: Brand Identity & Visual Systems · Illustration · Character Design · Campaign Design · Digital & Print
Tools: Adobe CC (Photoshop, Illustrator, InDesign, Fresco) · Figma · Procreate
AI/Generative: ChatGPT • MidJourney · Gemini · Firefly · Prompt development & AI-assisted creative workflows
Web3: NFT Visual Systems · Blockchain Brand Strategy · Community-Driven Marketing