

VAN TYLER MILLS
GRAPHIC DESIGNER



**Corporate Graphic Design
Portfolio 2023**

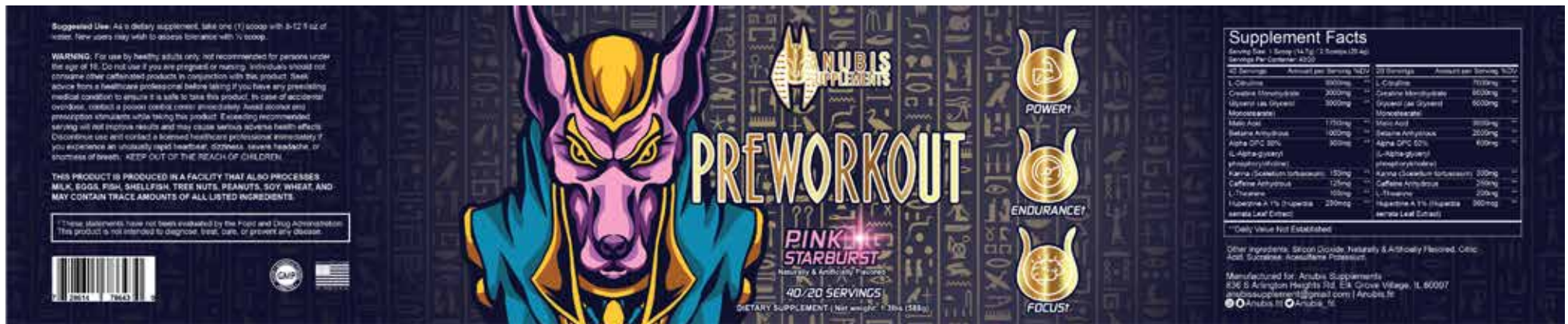
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At Nutracap, I combined stock images to create layouts that provided a strong brand identity for each product. Using Adobe Illustrator, I added a variety of effects that made every label stand out. I created printing layers to designate different materials that would give the final product anything from a holographic to a metallic shine. An example of this is shown by the mock gold effect on the Anubis label.



Using Adobe Illustrator and Photoshop I can create illustrations that allow clients to visualize the changes to their home. These illustrations are useful for interior designers, production companies, and event planners.



1.)



2.)



3.)



4.)



5.)



6.)




7.)




8.)



When a client commissions a logo, they are presented with a page similar to this one. The client selects their favorite and we work together to create their perfect logo. This client choose #5.



Help your best players play with VIP Preferred

Millions of unique accounts.
Highest limits in the industry.

- SIMPLICITY**
Automated enrollment process is easy for guests and staff.
- SECURITY**
EMV ready. Address and security code verification.
- SPEED**
Fast transaction times. Minimal data entry. Easy reversals and voids.
- COMPLIANCE**
Anti-Money Laundering (AML) system compatibility.
- LIVE SUPPORT**
24/7/365 customer support.
- ANALYTICS**
Detailed compliance and performance reporting.
- OMNI-CHANNEL**
Single account for casino and online.



Gaming entertainment's leading e-check network
Because 10% of guests make up 80% of casino revenue, easily enabling VIP play is essential to success. VIP Preferred®, our e-check network, is available in more than 400 North American casinos through our VIP LightSpeed® platform and has millions of registered users. The process is fully electronic and requires no complex guest sign-up, and guest accounts can be used in the casino or online.

The industry's highest limits
Because we're part of Pavilion Payments, one of the world's leading payment technology companies, we understand the unique financial profiles of your VIP guests like no other partner can. With VIP Preferred Enhanced, your guests can receive revolving 7-day limits of up to \$50,000 instantly and can store up to four checking accounts. All check transactions are fully guaranteed by Pavilion Payments.

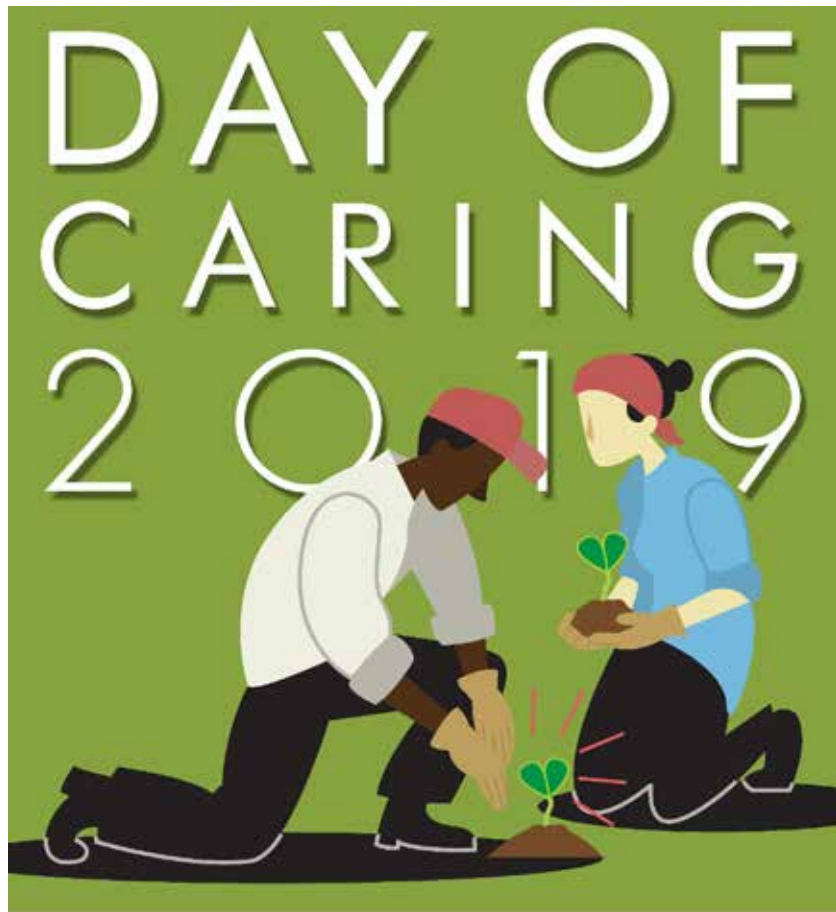
Not one size fits all
Pavilion Payments offers two eCheck products: VIP Preferred eCheck/ACH Essentials and VIP Preferred eCheck/ACH Enhanced. These product offerings are designed to meet the needs of your players by extending VIP Preferred eCheck/ACH services to more customers, enabling our clients to put more cash in play on their casino floor or online.

(702) 822-7200
Info@PavilionPayments.com

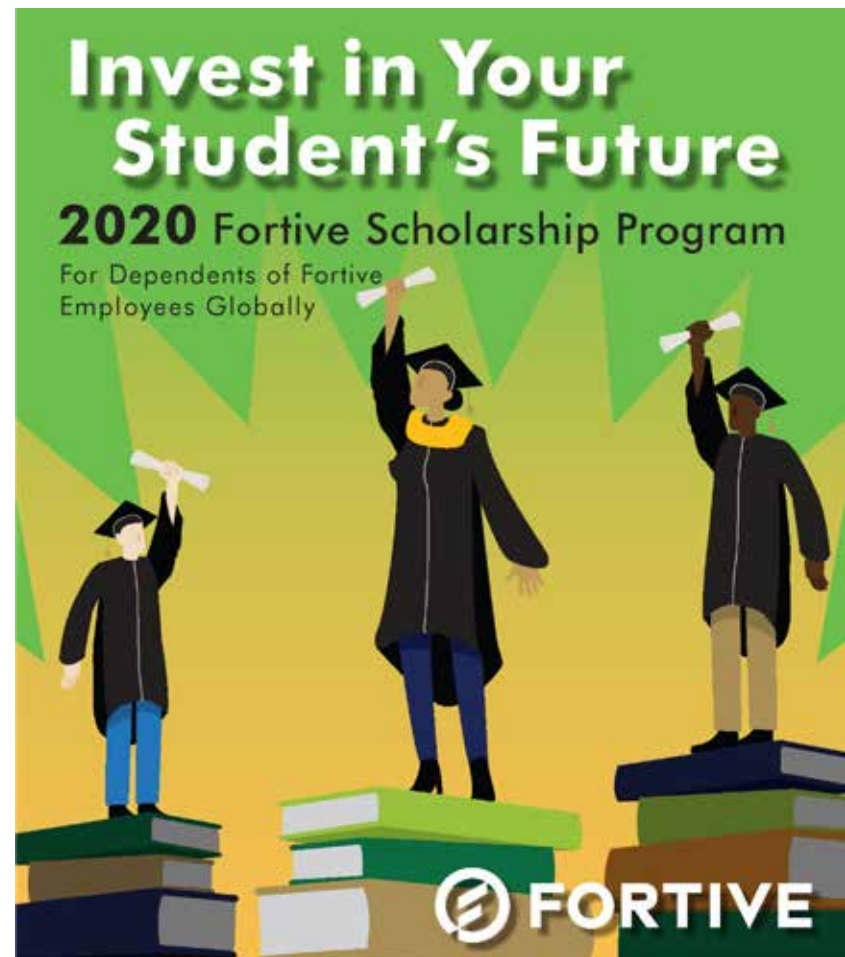


The following are One sheets designed and photos altered for Pavilion Payments' website. The background and icons for the one sheets were created for the client to fit their branding guidelines. The people in the photos were silhouetted out and the company's graphics were used strategically to also meet their brand's style.





#fortivecares



Apply and Confirm Eligibility at
www.Fortive.com/Scholarship
Application opens **March 15**
Application closes **April 15**

These Fortive posters were illustrated and designed completely from scratch.



Using this link (<https://www.youtube.com/watch?v=cagFt44nUT0>) you can watch a presentation that I animated for Global Payments. Using a mix of drawn and existing icons, the final animation, along with a voiceover provided by the client allowed them to quickly and clearly share information to their audience.

Below is a sample from a research report that I constructed for the William Mills Agency. I illustrated and designed the front cover and created a layout that made the entirety of the report engaging and easy to follow for the reader.

Front



Non-Traditional Competition and Partnerships

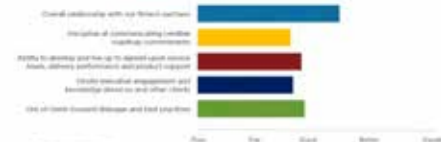
Financial institutions see the competitive landscape continuing to evolve, with technology companies such as Apple, retailers such as Starbucks and fintech firms vying for different parts of the financial services ecosystem. DeCastro refers to it as "being nibbled to death by ducks."

While digital-only and neobanks have had their

challenges and other non-traditional competitors like payment apps tend to be point solutions that aren't seen as serious threats yet, financial institutions are feeling the impact to the point that they are seeking out fintech purchases (larger banks or partnerships (smaller financial institutions) to compete in the future.

"It's like any marriage," said Kimes. "When you ask how it's going, the marriage is great. But if you ask about taking out the garbage or doing the dishes, reactions are a little more critical. It's not a deal breaker. It's the difference between needing a divorce lawyer or a marriage counselor."

Survey: 81 Responses About Their Fintech Partners (Overseas)



Bank relationships with fintech companies have evolved over time, says Karl Danegren, managing director of BAI. While some see potential valuable partnerships emerging from fintech relationships, 42% of those surveyed by BAI said they have not learned something valuable from a fintech, and only 16% said they expected to acquire a fintech.

Can fintech help financial service organizations?



"2019 was a transitional year for banks bringing on banking services partners," said Mazurky, pointing to Google's partnership with Stanford Federal Credit Union, Sigfig, the financial technology firm that developed wealth management digital advice platform for several large financial institutions, and Marq by Goldman Sachs, which offers a range of financial services including unsecured loans, deposit accounts, and a new Apple co-branded card.

A NEOBANKS

Branchless digital banking app Chime, which grew from 15 million users in mid-2018 to more than 5 million by November 2019, suffered three outages between July and the end of October, leaving users unable to access their debit cards or to pay bills electronically.

The digital-only banks and other digital banking competitors, such as Kabbage, will often take riskier customers or pay more for deposits/charge less for

credit than the community banks, according to Tweedie. So far, he doesn't see them having much of an impact on the smaller financial institutions, which rely on their customer relationships.

Kabbage is more established and better funded than many of the other non-traditional competitors, but has yet to face a recession, so the stability of the funding will be put to the test whenever that does happen, Banks says.

Others point out that many of these competitors offer only "point" solutions, rather than a full array of financial services. Even Intelliana, who tend to be the largest users of digital solutions, will seek relationships with financial institutions when their needs evolve from merely transactional (deposits, payments) to more complex (personal loans, mortgages, wealth management), according to Tweedie and co-founder of Sawyer & Jacobs, LLC.