10 CASE STUDIES

2003/2025

Portfolio



TYLER LENNOX BUSH, MA, MFA

A

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W / P

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219.669.2835

CREATIVE GENERALIST
PROJECT MANAGER
EDUCATOR



HI, I'm TY...Welcome to My Portfolio

I lead teams, coach individuals, and execute large-scale creative initiatives that drive engagment, and measurable results. Whether collaborating with clients, stakeholders, or students, I prioritize a servant appraoch to leadership & practice design thiking, critical path, and agile methods to ensure work is tailored toward innovative solutions of quality, and value.

10 Case Studies

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AVROKO: E.U. - Construction Management / Custom Millwork + Carpentry / Metal Fabrication

Gamba Ristorante - Product Designn / Branding / Fine Art Portrait

Chicago Scenic Studios - Set Carpentry / Scenic / Practical Effects

Atlantic Theater Company - Set Carpentry / Scenic / Practical Effects / Stagehand

Zenroom - Branding / Title Design / Production Design / Business Development

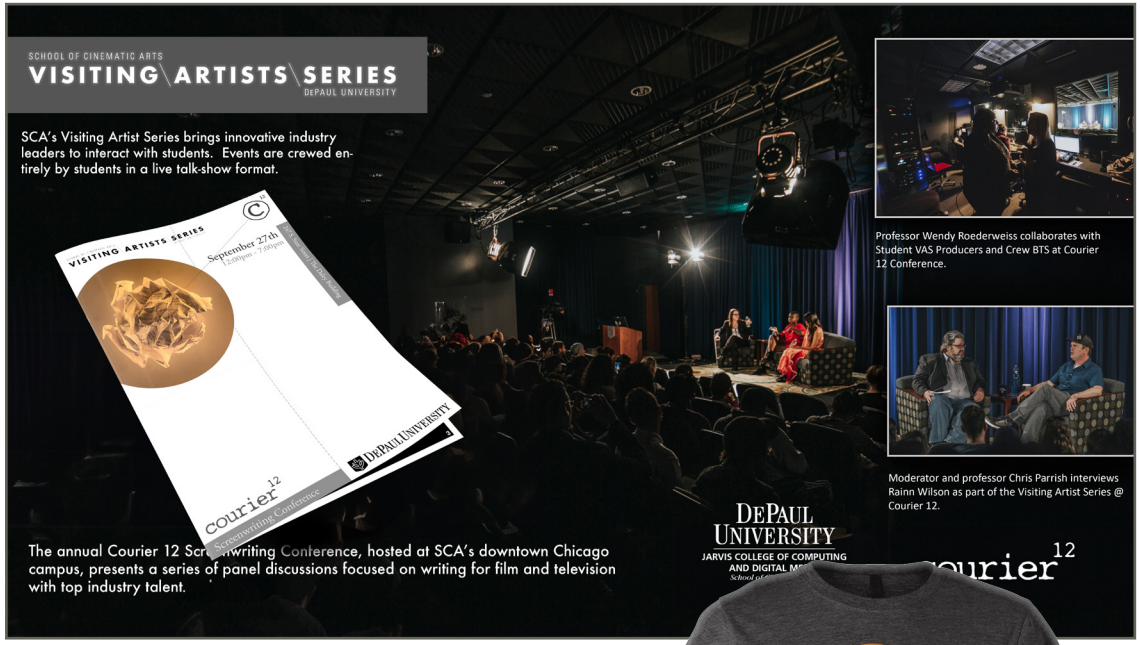
Raking Prophet's Rock - Pilot Screenplay / Series Showbible / Conceptual Key Art


00:12:45:05
DEPAUL SCHOOL
OF CINEMATIC ARTS
AF
SD
D-R
OFF
Std.
1920×1080
CH1
CH2

DEPAUL UNIVERSITY
JARVIS COLLEGE OF COMPUTING AND DIGITAL MEDIA
School of Cinematic Arts

Sammary

The work featured here represent a small selection of the projects I produced during my tenure as Lead content creator and Graphic Designer for DePaul University's School of Cinematic Arts. My role encompassed a broad range of design initiatives, including developing slide decks for industry pitches presented to The Hollywood Reporter, posters for the Austin Film Festival, branding for the LA Quarter Program, and creating visual identities and event materials for major programs such as the Courier 12 Screenwriting Conference and DTV: DePaul Student Television Incubator. Each project was designed to enhance the school's presence in the industry while fostering a dynamic creative community for students and faculty.







GRAPHIC DESIGN PHOTOGRAPHY BRAND DEVELOPMENT EVENT DESIGN + PRODUCTION	Event Branding Development Official Event Program Design Media Assets for In-House Video System Title Cards for Live Broadcast	DEPAUL UNIVERSITY SCHOOL OF CINEMATIC ARTS

DEPAUL UNIVERSITY

SCHOOL OF CINEMATIC ARTS

VISITING ARTISTS SERIES

DEPAUL UNIVERSITY

12



September 27th

12:00pm - 7:00pm

247 S. State Street | The Daley Building

Second City Legends - 12:00 p.m.

• **Trevor Albert,** producer (Groundhog Day)
• **Dick Blasucci,** writer (SCTV / Mad TV)

Adventures in the world of comedy & the benefits of embracing improvisation in all aspects of one's professional life.

The YouTube Launchpad - 1:30 p.m.

• **Allison Raskin**, New York Times best-selling novelist, and co-creator of the Youtube comedy channell "Just Between Us"

Delve into the process behind self-distributing content, exploiting your voice and how streaming platforms can help writers build a career. School of Cinematic Arts Faculty member Brad Riddell will moderate

Culture of the Writer's Room - 3:00 p.m.

• **Rafael Agustin,** writer (Jane the Virgin)
2016 Sundance Fellow & Executive Director of the Latino Film Institute.

A discussion on culture & television writing.

How to Win an Emmy - 4:30 p.m.

• **Megan Amram** writer (The Good Place, Parks & Rec, The Simpsons, Transparent, Silicon Valley, and Adult Swim's Children's Hospital) Emmy Award Nominee for her web series, "An Emmy for Megan."

A discussion about television writing, creating a web series and her Emmy aspirations with School of Cinematic Arts faculty member Anna Maria Hozian.

Finding A Quiet Place - 6:00 p.m.

• **Scott Beck & Bryan Woods**, the writing team behind 2018's smash-hit horror/thriller film, "A Quiet Place."

Their screenplay has proven to be revolutionary in many ways, and they will discuss its inspiration, evolution and execution with "Go Into the Story" blogger and School of Cinematic Arts faculty member Scott Myers.

courier 12

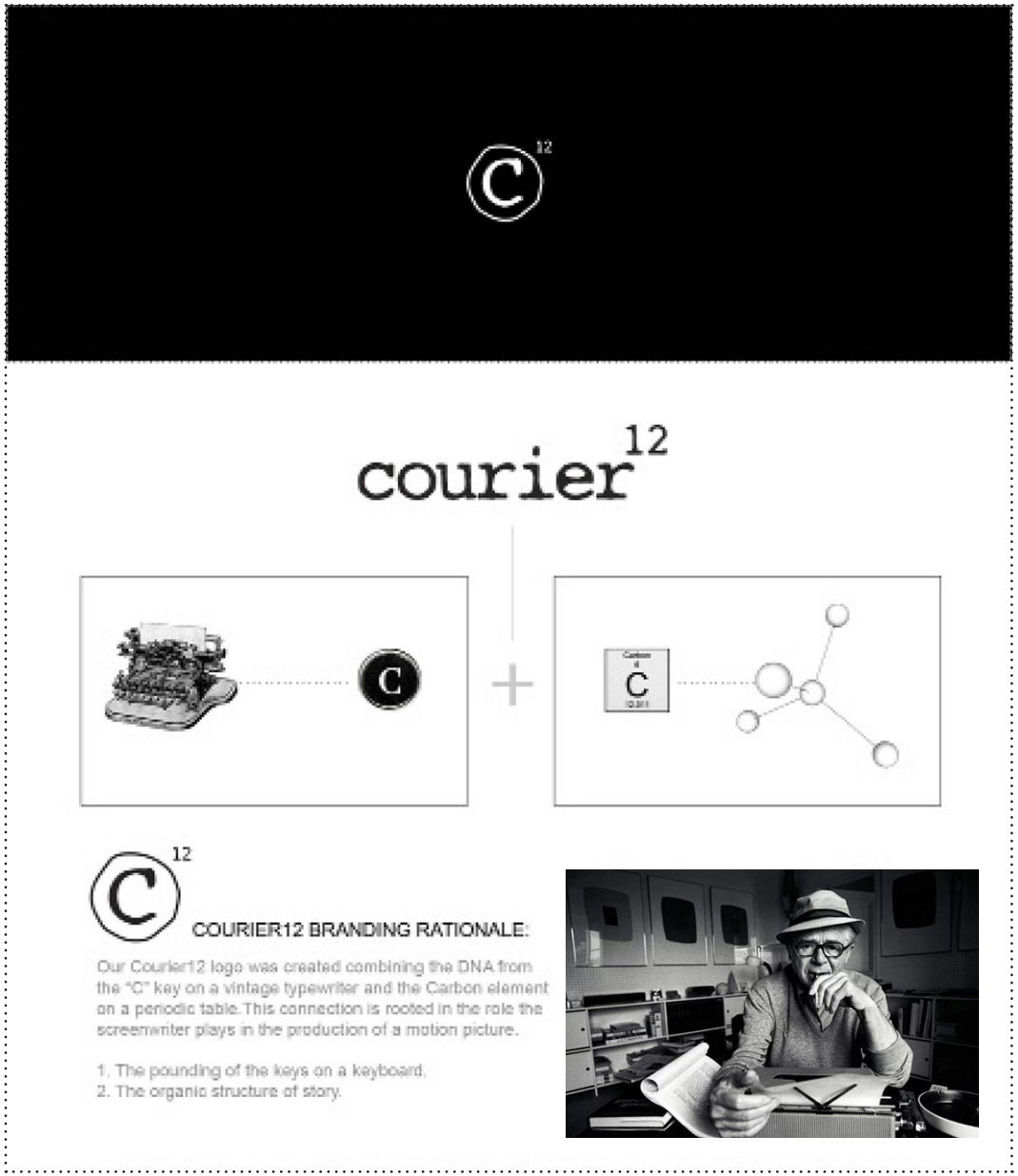
Screenwriting Conference

DEPAUL UNIVERSITY



develop
design
direct
diverse
depaul

DTV
tv writer-producer programs





This page showcases the brand identity work developed for two key initiatives at DePaul University's School of Cinematic Arts. As the lead designer, I crafted two distinct logo marks one for the Courier 12 Screenwriting Conference and another for DTV: DePaul Student Television Incubator. Each mark was designed to reflect the initiative's core mission while maintaining a cohesive visual language that aligns with the university's broader brand identity. These logos became integral to event materials, marketing collateral, and digital platforms, enhancing the visibility and impact of these programs within both academic and professional industry circles.



Project Management at MECA Engineering

During my tenure as a Project Manager at MECA Engineering, I contributed to several large-scale projects across multiple disciplines, including:

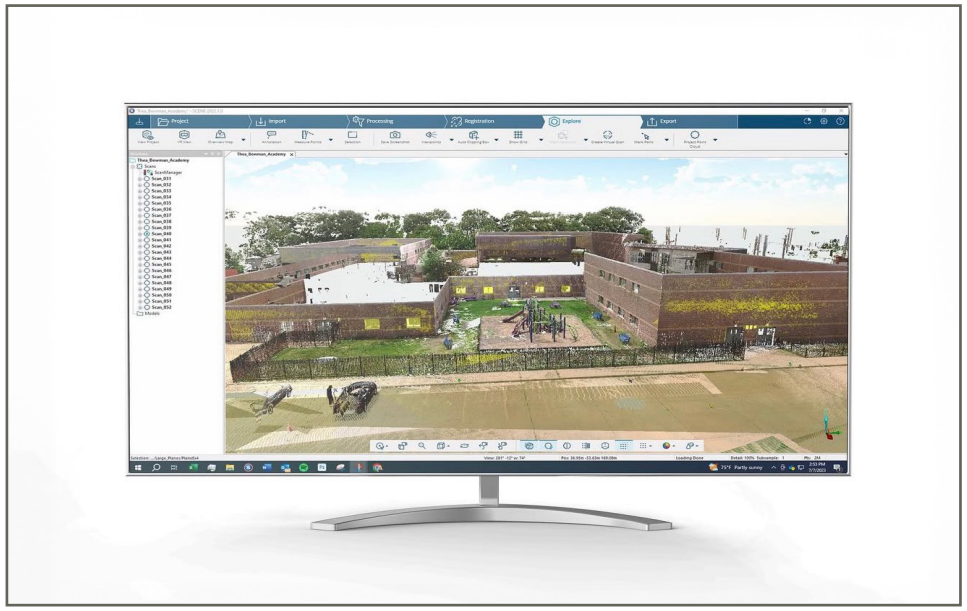
- Technical Drafting & 3D Scanning/Modeling – Developed precise structural plans and forensic engineering analysis through advanced 3D modeling techniques.

- Brand Refresh & Marketing Redesign – Led a comprehensive update of MECA's brand identity, including graphic design, strategic copywriting, and visual storytelling.

- Web Development & Agile Implementation – Designed and optimized the company website, applying agile methodologies to streamline content deployment and improve user experience.

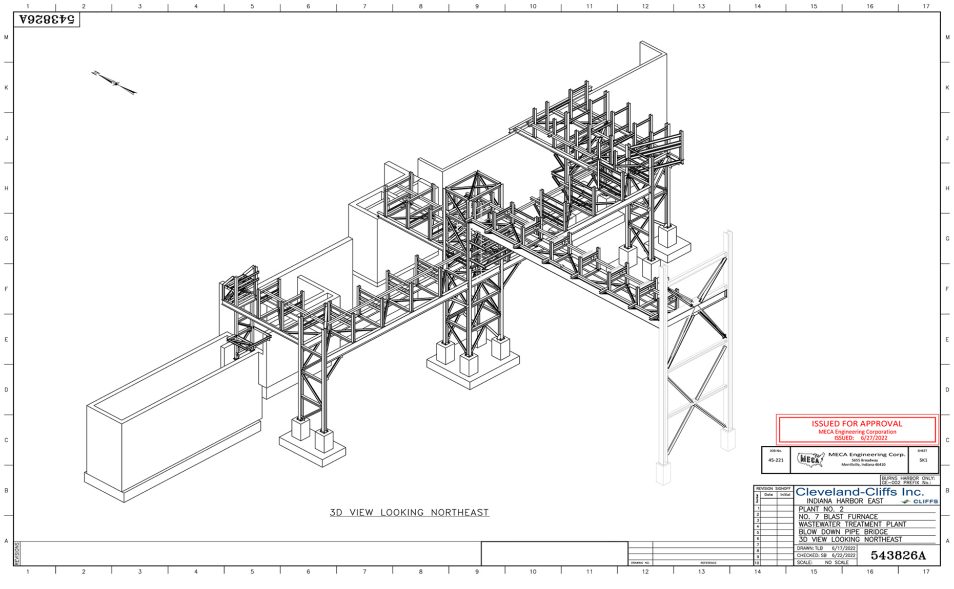
- Forensic Engineering Photography – Captured high-quality site documentation to support engineering assessments, reports, and legal compliance.










5438264
3D VIEW LOOKING NORTHEAST
ISSUED FOR APPROVAL
MECA Engineering Corporation
ISSUED: 6/27/2022
MECA Engineering Corp.
Cleveland-Cliffs Inc.
INDIANA HARBOR EAST
PLANT NO. 2
NO. 7 BLAST FURNACE
WASTEWATER TREATMENT PLANT
BLOW DOWN PIPE BRIDGE
3D VIEW LOOKING NORTHEAST
543826A

Purdue Univesity School of Engineering

Job Fair Signage

Objective:

To attract top engineering and technology students by showcasing MECA Engineering's expertise, innovation, and career opportunities through strategic event signage.



Through my creative direction and project initiatives, I helped enhance MECA Engineering's technical capabilities and brand presence, ensuring clear, consistent communication across all platforms.







Company Overview & Credibility

Presents an Introduction to MECA Engineering. Highlights the company's legacy, expertise, and key industry contributions to establish credibility.

Outlines core service areas, mission and values, and multidisciplinary engineering capabilities.

Innovation & Technology

Showcases cutting-edge engineering tools and the latest advancements in technology.

Functions as a direct recruitment call-to-action, encouraging students to explore careers at MECA.

Specialized Project Highlights

in-depth look at MECA's civil, industrial, and technology-driven projects.

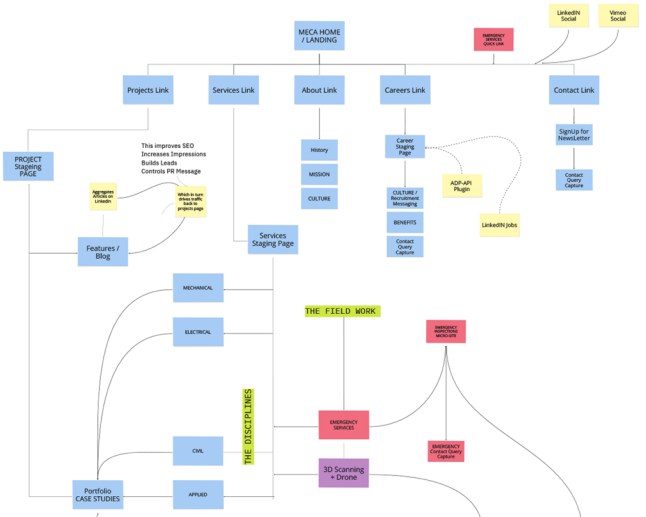
Features real-world applications of civil engineering, topographic mapping, and infrastructure solutions.

WEB DEVELOPMENT PROCESS 1 & 2

Site Plan / Wireframe

Project: MECA Website / Siteplan

Project: MECA Website
Doc: Rough Site Map - V1
Date: 11/10/22
PM: T.Bush



The Portfolio Case Study Library should have a toggle search option for users to define a search based on Industry Specfic Needs and or a area of Service Needs for quicker retrieval on info.

The "Field Work" sections of the site should function as Micro-site within the Master site. It may be savvy to even secure unique domain names associated with these urls to better position these services on web searches, improve SEO, and conversion rates. By tapping into a different audience than MECA. Companies often create sub- "product" brands within the parent brands is intended increase the sales of the drone and scan department and distincquish these particular sevices as unqie value propositions to drive the sales of these services to untapped markets.

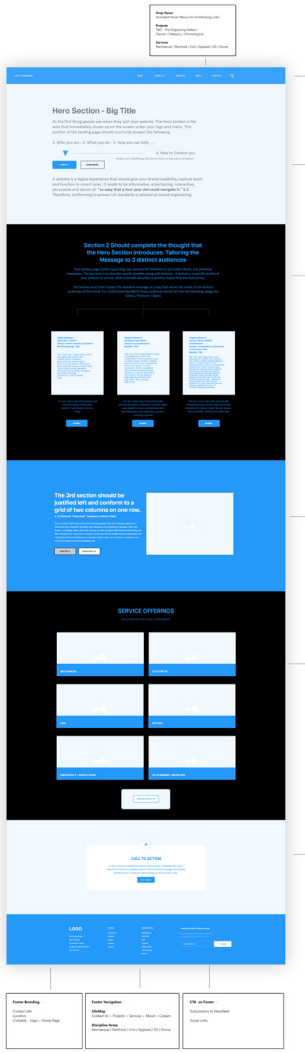
Furthermore, where the master MECA site cleary needs to compete with the likes of Supererior, Orbital, Middough, and other professional engineerings firms and conform to the conventions therin. The MECA microsites could be trademarked "services" with an online presence that dominates the SEO in Chicagoland for these unique services.

A quick google search for 3D Scanning in Chicago results in these top hits:

1. TrueScan - Scanning & Scan to BIM - Cincinatti Based - Surveying Co
2. LaserScan Chicago - 3D Scan & Model, Industrial, One Man Operation
3. Precision Point - Scanning & Scan To BIM
4. Truepoint - Extensive National Presence / Leica Tools
5. Arrival 3D - Based in Oklahoma
6. Cushing & Co. - A Print Shop - Brand Confusion
7. Extreme Measures - A well built site and brand - Good Website, Bad LinkedIN

Project: MECA - Website

Landing Page - Concept V1
- Wireframe
- Customer Journey Map



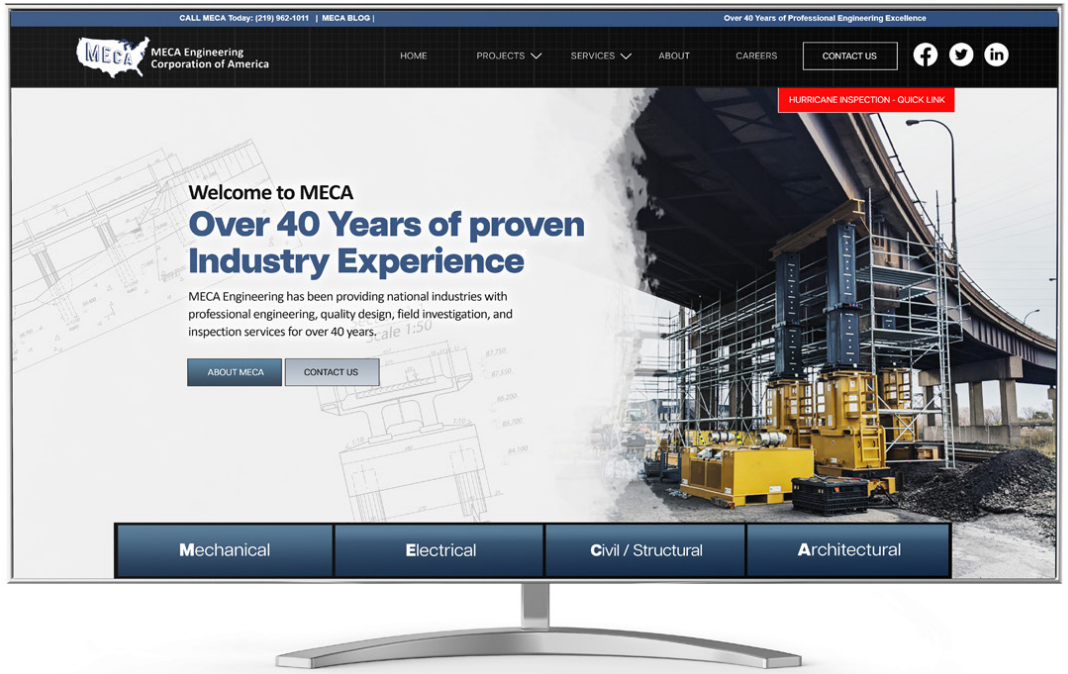


MECA

WEB DEVELOPMENT PROCESS 3

High Fidelity Landing Page

MECA Website // Concept 1



TEKTON

TEKTON: A Digital Media Literacy & Storytelling Initiative

Lilly Endowment Inc.
A private foundation since 1937

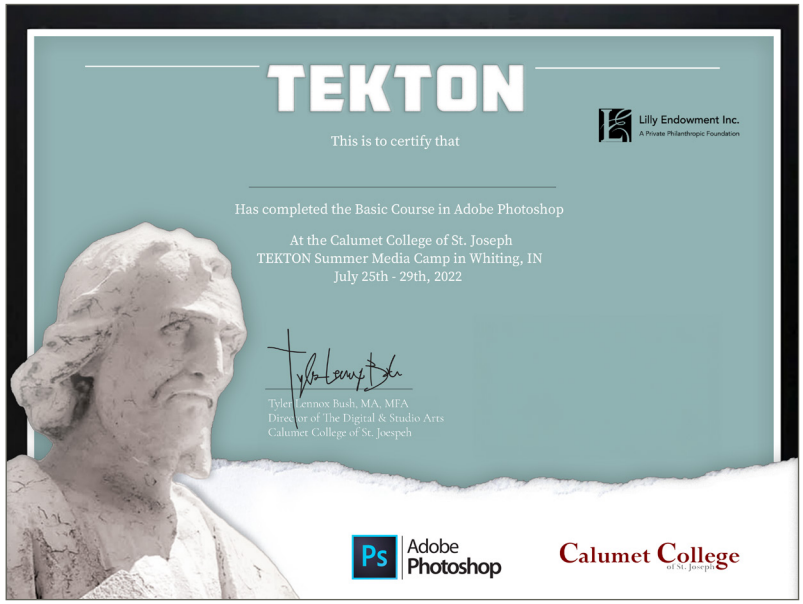
Calumet College
OF ST. JOSEPH

Sammary

The TEKTON Summer Media Camp at Calumet College of St. Joseph was a groundbreaking initiative designed to empower high school students with media literacy, digital storytelling, and design skills. In partnership with Adobe, the Lilly Endowment, and CCSJ, the program provided an immersive week-long experience where students from Northwest Indiana and South Chicago explored the fundamentals of graphic design, storytelling, and social justice in keeping with the mission of St. Joseph the TEKTON.

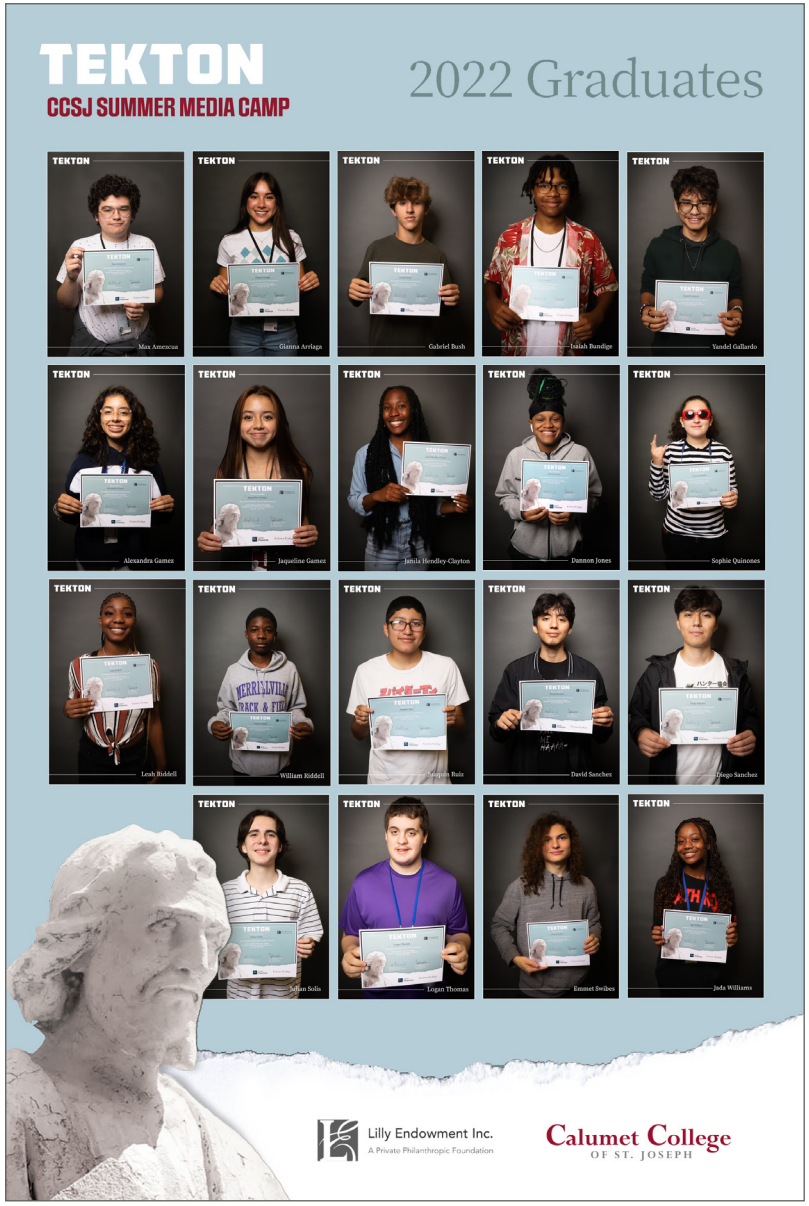
As the Program Director, I played a leadership role in securing grant funding, developing the curriculum, training student mentors, and overseeing the camp's execution. The program introduced students to Adobe Photoshop, where they learned design principles and image-making techniques while engaging in critical discussions on representation, identity, and cultural storytelling. The Hero Project was the central focus, guiding students through the Hero's Journey as they researched, designed, and produced hero posters celebrating figures of "substance and light."

Through this initiative, TEKTON fostered creativity, leadership, and digital fluency, equipping students with essential tools for future academic and creative pursuits. The camp stood as a transformative experience, blending STEM, the humanities, and servant leadership to inspire the next generation of content creators, storytellers, and critical media consumers.






Calumet College
OF ST. JOSEPH
JULY 25TH - 29TH, 2022
A partnership between the English, & Media Communications Program
+ Digital and Studio Arts at Calumet College of St. Joseph
PROUDLY PRESENTS
REGISTER NOW • SAVE YOUR SPACE • REGISTER NOW • SAVE YOUR SPACE •
FREE SUMMER CAMP
TEKTON
CCSJ SUMMER MEDIA CAMP
A week long intensive training in Digital & Media Literacy, Adobe Photoshop,
Storytelling, and Social Justice for High School Students.
FOR MORE INFO CONTACT:
CALUMET COLLEGE OF ST. JOSEPH
Program Director: Tyler Bush, M.A., MFA
2400 New York Avenue
Whiting, Indiana 46394
Phone: 312.420.7410
Email: tbush@ccsj.edu
www.ccsj.edu
Made possible by generous support from:
Lilly Endowment Inc.
A Private Philanthropic Foundation


TEKTON
CCSJ SUMMER MEDIA CAMP
2022 Graduates
Lilly Endowment Inc.
A Private Philanthropic Foundation
Calumet College
OF ST. JOSEPH

INDUSTRIAL
CONTRACTORS
& ENGINEERS



Sammary

The rebranding of ICE Industrial Contractors & Engineers brings a bold, modernized identity that reflects the company's innovation and expertise in industrial engineering. The new logo refines the brand's visual impact with a clean, contemporary design, while the updated color palette enhances its professional and authoritative presence. This transformation aligns ICE with the evolving demands of the industry, ensuring a strong, recognizable brand mark that represents reliability, precision, and forward-thinking solutions. The refreshed identity extends across all touchpoints, from safety gear to digital branding, reinforcing ICE's commitment to excellence and efficiency.

ICE Scaffolding

Brand & Idenity Development
Grpahic Design
Web Development

Before

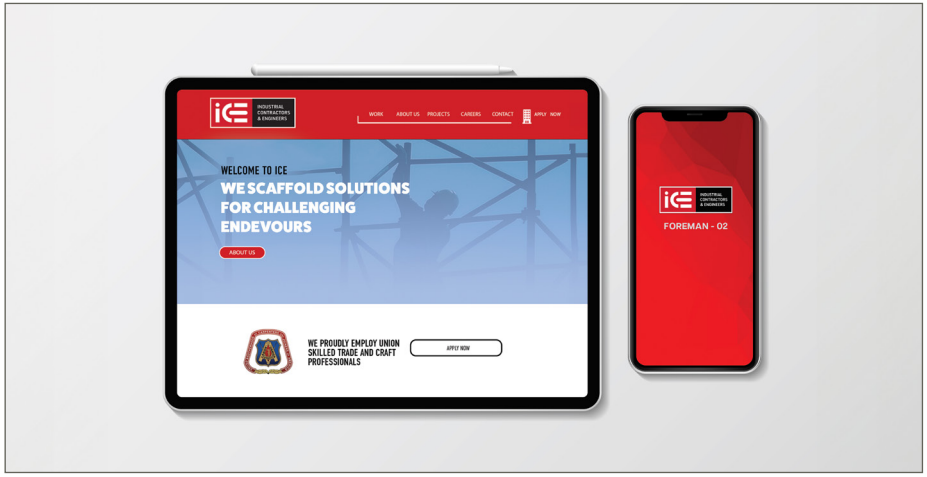


After




ICE
SCAFFOLDING
WE SCAFFOLD
SAFE SOLUTIONS
FOR CHALLENGING
ENDEVOURS.
WWW.ICESCAFFOLDING.COM


JAMES EMSLANDER
General Superintendent
WWW.ICESCAFFOLDING.COM
INDUSTRIAL CONTRACTORS & ENGINEERS


WORK
ABOUT US
PROJECTS
CAREERS
CONTACT
APPLY NOW
WELCOME TO ICE
WE SCAFFOLD SOLUTIONS FOR CHALLENGING ENDEVOURS
ABOUT US
WE PROUDLY EMPLOY UNION SKILLED TRADE AND CRAFT PROFESSIONALS
APPLY NOW
FOREMAN - 02



ICE



With the rebrand in place, I lead the dynamic brand rollout of ICE Industrial Contractors & Engineers new identity across Northwest Indiana, ensuring a cohesive and high-impact presence in the region. This included a striking billboard campaign, ensuring strong visibility along key industrial corridors, as well as fleet graphics that bring the new brand to life on the road and on the jobsite. The rollout also extended to branded apparel and a redesigned website, creating a seamless brand experience for clients and team members alike. The strategic implementation of ICE's new identity ensures that the company stands out as an industry leader, reinforcing trust, safety, and expertise at every touchpoint.



AVRO | KO

HOSPITALITY GROUP

From 2005 to 2010, European Union stood as a standout gastropub in New York City's East Village, known for its warm, industrial aesthetic and refined yet approachable atmosphere. I had the privilege of collaborating with the renowned AvroKO Design & Hospitality Group as a Project Manager for this build, overseeing both construction and installation.

In my role, I led site supervision, subcontractor coordination, and managed a crew of five carpenters and laborers to bring the space to life. Beyond oversight, I contributed hands-on work in custom millwork, metal fabrication, tile installation, and custom lighting fabrication and installation ensuring that every detail aligned with AvroKO's signature craftsmanship. This project remains a defining experience in my career, blending creative problem-solving with high-end hospitality design execution.





Avroko



Avroko



Avroko


EUROPEAN



Gamba
ristorante

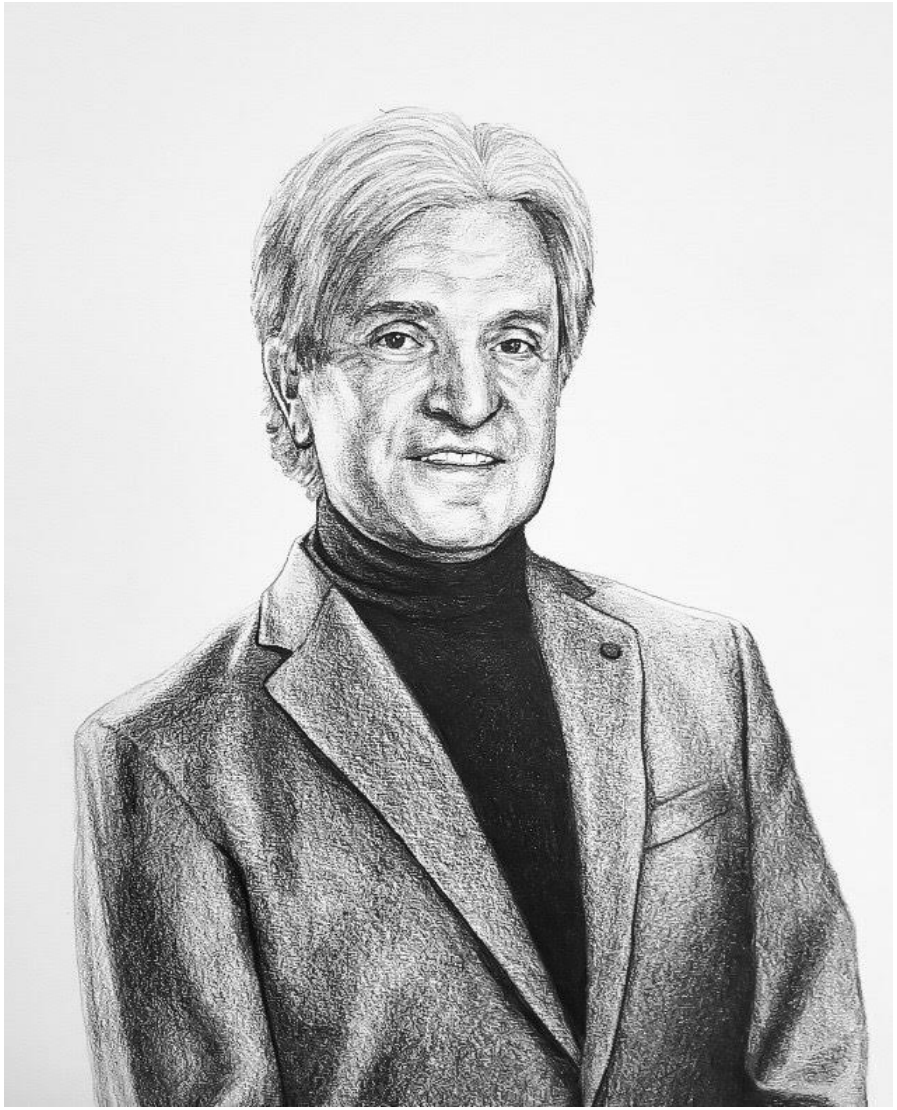
For this branding case study, I collaborated with Gamba Ristorante, a beloved Italian restaurant and banquet hall owned by Beni Gamba, to develop a special-edition product that captures the heart of their family tradition...Benito's Bolognese.

The design features a hand-drawn portrait of Beni Gamba, reinforcing the personal connection to his family's culinary legacy. The label and packaging evoke the restaurant's rustic elegance while showcasing the rich history behind the authentic, house-made Bolognese recipe. This project extended across print, packaging, and environmental branding, further solidifying Gamba Ristorante's identity as a cornerstone of the community.





Gamba Ristorante







Gamba Risorante

chicago scenic studios

PROJECT: CHRISTMAS SPECTACULAR
YEAR: 2010
THEATER: RADIO CITY
COMPANY: CHICAGO SCENIC STUDIOS

MY ROLES: SCENIC ARTIST, SET CARPENTER





This project highlights the Nativity Scene from the Radio City Christmas Spectacular, a breathtaking moment of theatrical magic. While employed at Chicago Scenic Studios, I contributed to the set build, focusing on structural fabrication, scenic detailing, and rigging practical effects. A key feature of this scene was a mechanized blooming effect, where flowers opened in real-time as the scene unfolded. This was achieved using a carefully rigged wire system and hydraulic actuators, adding a dynamic, organic transformation to the stage and enhancing the grandeur of the production's iconic storytelling.

ATLANTIC THEATER COMPANY

PROJECT: THE NIGHT HERON
YEAR: 2003
THEATER: THE ATLANTIC THEATER COMPANY
DIRECTOR: NEIL PEPE
SET DESIGNER: WALT SPANGLER

MY ROLES: SCENIC ARTIST, SET DECORATOR, SET CARPENTER, & STAGEHAND





This project highlights The Night Heron at the Atlantic Theater Company in New York City (2003), featuring an intricately detailed set designed by Walt Spangler. As part of the production team, I worked as a scenic artist, set decorator, set carpenter, and stagehand, contributing to the construction, texturing, and dressing of the set. A key element of the design was a practical rain effect, where real water was used to enhance the immersive stage experience, adding to the raw, atmospheric quality of the production. My work helped bring this vision to life, ensuring an authentic and visually striking environment for both performers and audience.

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zenroom

A Yoga Studio Workplace Comedy

Zenroom is a workplace comedy set in an outer-sub-urban yoga studio, led by former SNL star Cheri Oteri, and a zany cast of lovable losers. This pilot project, produced under TwointheBush Productions, was a col-laboration between me and my creative partner and sister, Ashley Joyce Bush..together, we are Two in the Bush, Productions, LLC.

As Creative Producer, I oversaw the series' branding, title design, and creative direction, ensuring a distinct and cohesive visual identity. The project brought to-gether over 50 cast and crew members, resulting in 10 episodes crafted for streaming platforms .







TwointheBush

PRODUCTIONS, LLC


zenroom
zenroom
zenroom
Shelter from The Storm
zenroom
TWOINTHEBUSH.CO





RAKING PROPHETS ROCK

A Haunted Past.

A Fractured Future.

A Town on the Edge of Legend.

When Geno Rake returns to his hometown of Prophets Rock, he tells himself it's about football a chance to rebuild the high school team, to fix things with his father, Vic, the town's fading legend. But something about the town won't let him settle. It moves in the corners of his vision. It lingers in the silence between words.

As Geno fights to bring the team back from ruin, his own body betrays him. Old injuries ache in ways they shouldn't. Scars burn. His mind fractures. The past creeps in like a sickness memories of games that never happened, voices whispering his name from empty locker rooms. Is it trauma? Is it the town? Or is it something older, something that's been waiting for him?

Vic, too, is slipping....his grip on the team, his legacy, even reality itself. Father and son struggle to rebuild what was they've lost, but the deeper they dig, the more the town shifts around them. Because in Prophets Rock, the past isn't just remembered. It lives. It breathes. It waits.

An Amercian dream deffered into a nightmare, Raking Prophets Rock blends psychological horror, folklore, sports drama, and small-town mystery into a story where time bends, wounds fester, and history refuses to stay buried. Football was supposed to be their salvation. Instead, it might be their ruin.

A descent into psychological horror and surrealist mystery, Raking Prophets Rock is a story of fathers and sons, a history of trauma, and a town haunted by Legends.

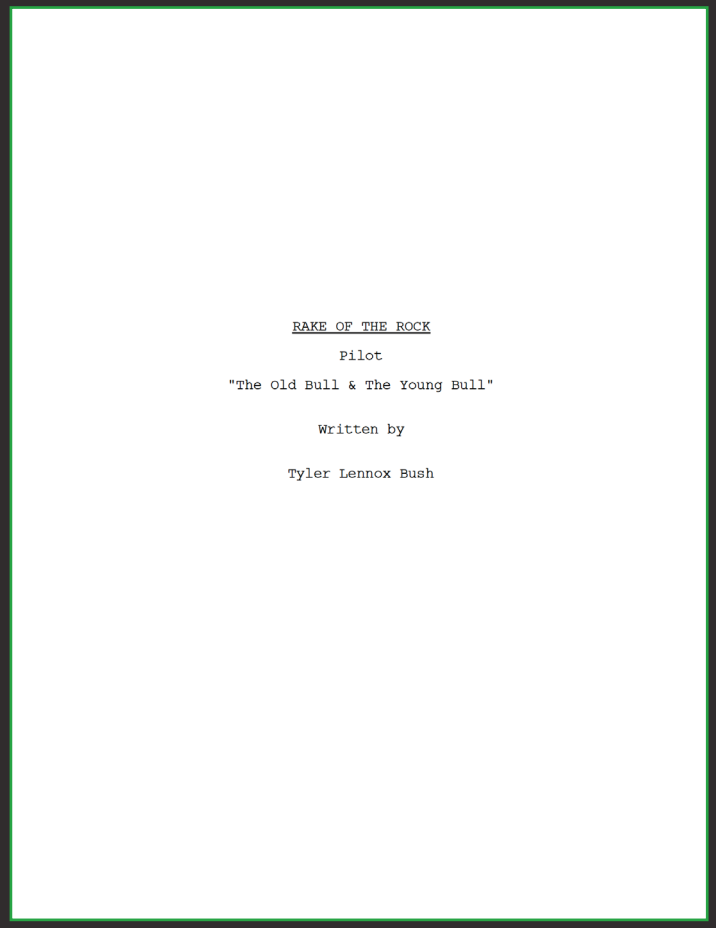


MFA Thesis Project - 2020

at DePaul UNiversity School of Cinematic Arts

Project Included 5 Components:

- **56 Page Pilot Script**
- **50 Page Show Bible**
- **Concept Key Art**
- **Title & Branding**
- **Pitch Deck**



RAKE OF THE ROCK

Pilot

"The Old Bull & The Young Bull"

Written by

Tyler Lennox Bush



Currently in Development
at TwointheBush

Two in the Bush