



SCHYLER LAMBERT

Design Portfolio

Hi. I'm Sky.

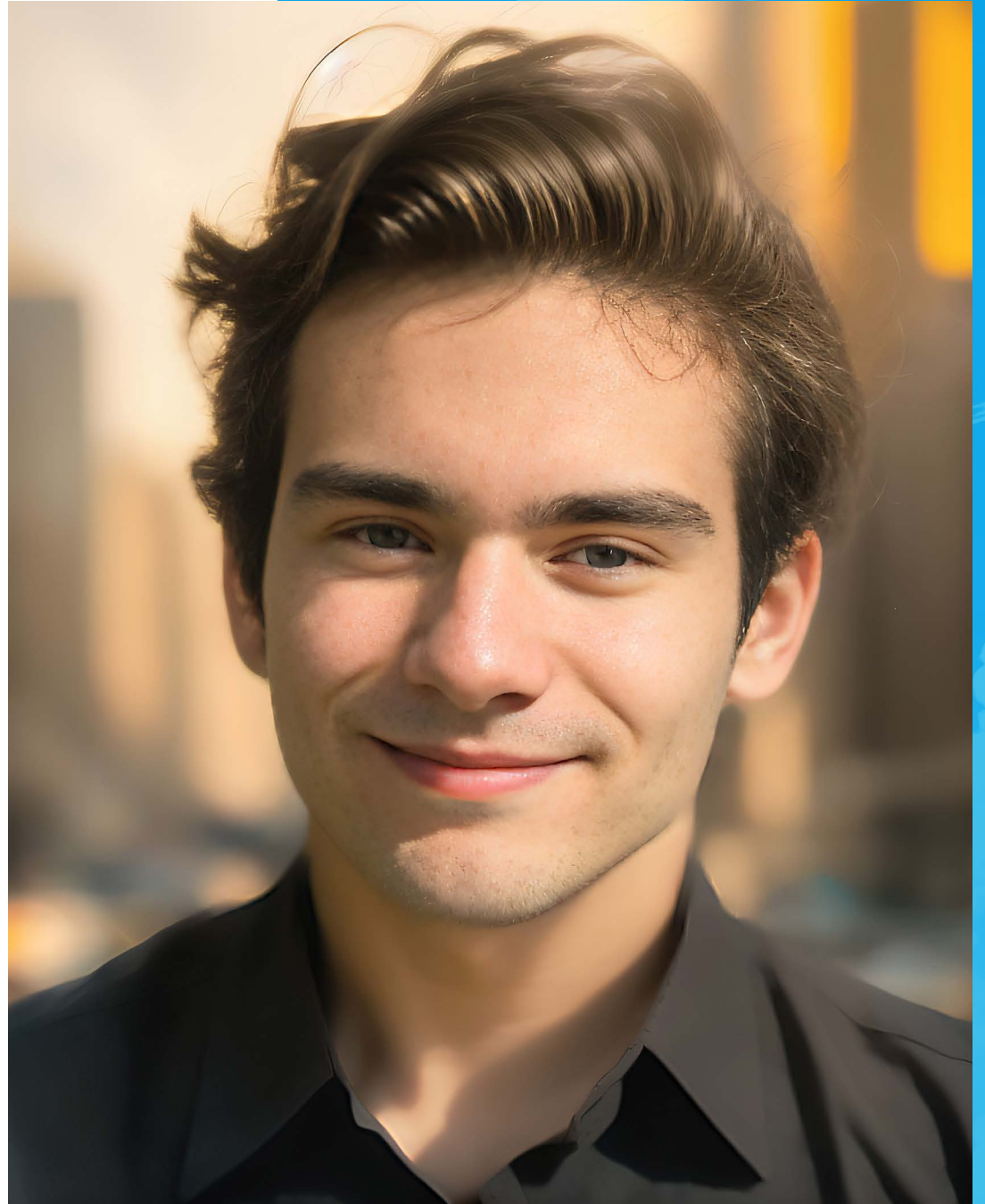
My name is Schyler Lambert, and I've always felt inspired to create. My creative journey is a fusion of digital artistry and technology. With a diverse skill set encompassing graphic design, motion graphics, video editing, AI engineering, photo editing, and a lifetime in the music industry, I thrive on bringing my artistic visions to life.

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Walters

MUSIC VENUE



What is Walters Music Venue?

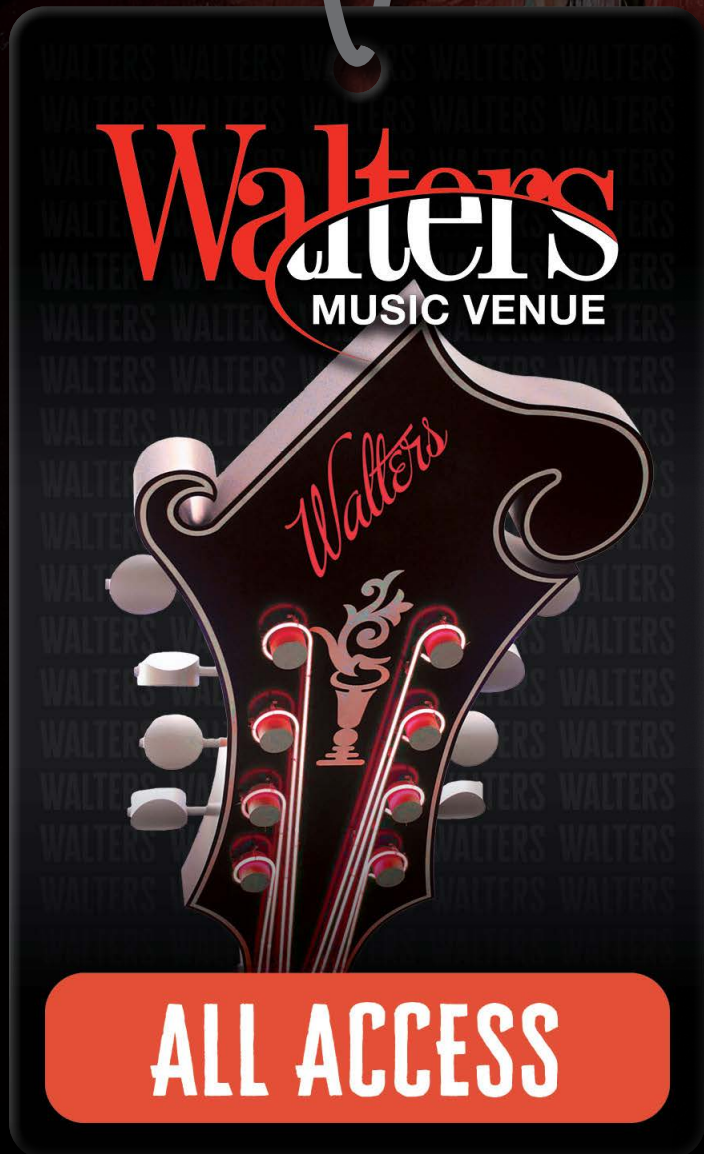
Walters Music Venue is a beautifully transformed, 200-year-old, state of the art barn theatre. Thanks to its **world-class entertainment** and top notch production quality, it has become an entertainment mecha for tourism and music lovers everywhere. Walters Music Venue attracts over **80,000 patrons** a year and stands as a gathering place for some of the most talented and entertaining artists around the world.

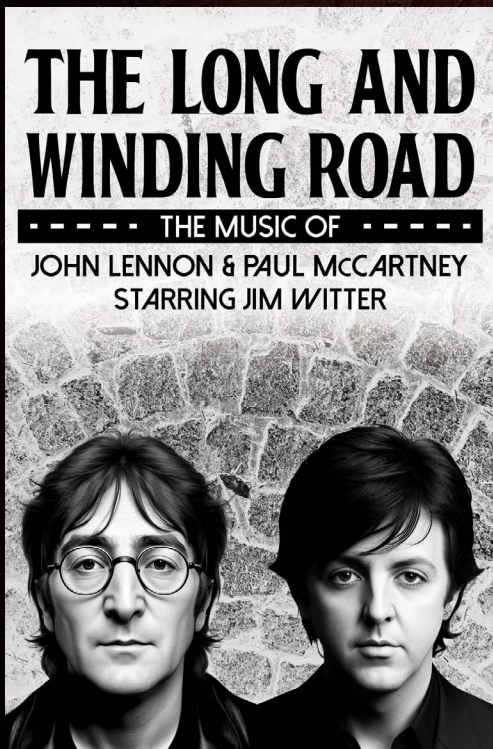
About My Role:

My work with Walters Music Venue has been incredibly expansive, as **I lead nearly all visual media creation for the venue**. This encompasses everything from brochures, posters, thumbnails, advertisements, videos, and more.

There is an art to developing for this venue. Maintaining a consistent brand identity for the theatre itself is imperative for everything that gets made. Alongside this, the unique branding for each individual performance must seamlessly blend with the theatre's design and philosophy.

Everything has a purpose. When creating designs for a performance, the media must not only succeed in being appealing to the target audience, but also be adaptable for a diverse array of screens and print media. It must be impactful, and remain in people's minds. As an example, in developing the backstage pass for the venue staff, it needed to integrate Walters Music Venue's brand identity, look great against clothing, and be specially crafted to look amazing when printed onto a glossy, thick paper finish. No matter what the task is, I am always careful to consider its intended purpose. I always ensure to achieve this in my designs.





On-Stage Screens

The back of the stage at Walters Music Venue features a triple-wide projector array to showcase promotional material and provide various backdrops during a performance. There are three separate projector screens directly next to each other. When I develop content for these screens, the small gaps between them as well as potential colour imperfections are just a couple of things that I need to consider.



Performance Promotional Media

Every performance at Walters Music Venue requires its own visual identity. It needs to be appealing to the target audience, be adaptable for a diverse array of screens and print media, be impactful, and remain in people's minds. Here's an example of the show "The Long and Winding Road", where I designed the logo and composition from scratch. I created the portraits of both Paul McCartney and John Lennon using my advanced skills in AI artwork.

TONIGHT'S THE NIGHT
A TRIBUTE TO ROD STEWART

Original Artwork

TONIGHT'S THE NIGHT
A TRIBUTE TO ROD STEWART

Artwork With Gaps

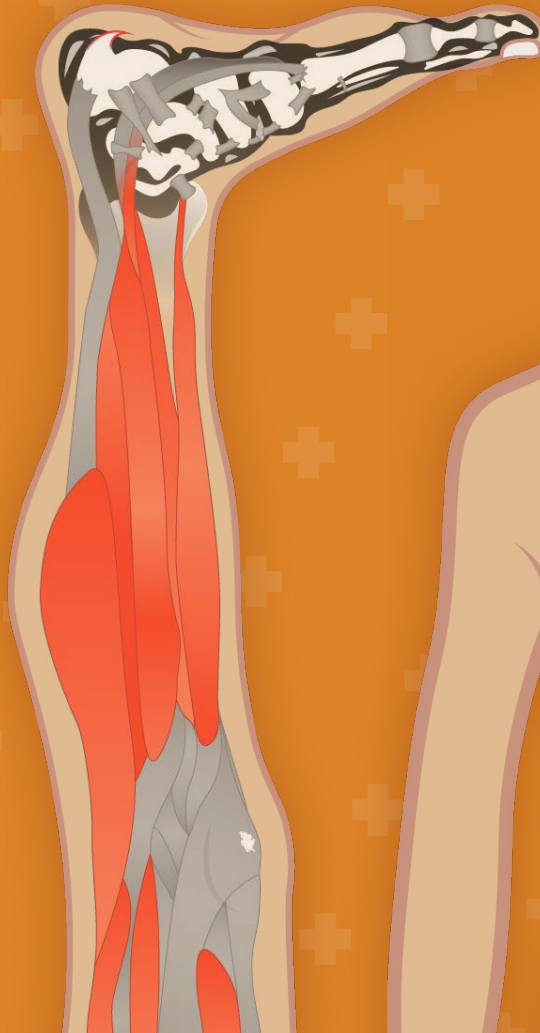
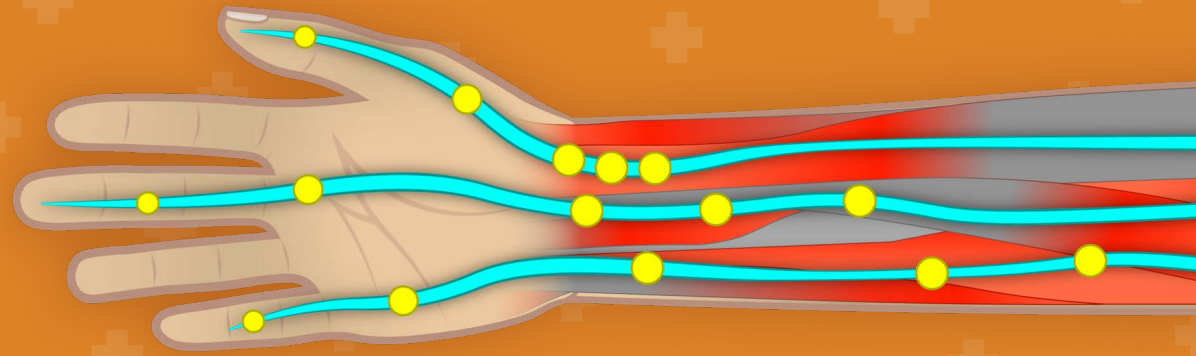


What Is Absolute Health & Wellness?

Absolute Health & Wellness is a healthcare clinic that offers a range of health services to support individuals in living their best lives. They offer a variety of services tailored to meet several different health-related needs.

About My Role:

During my years as the lead Visual Brand Developer at the company, I had the opportunity to showcase my talents in a big way. Upon starting my role, I captured the existing brand identity of the clinic and took it to a whole new level. My contributions spanned a wide spectrum, encompassing the production of a myriad of custom graphics, animations, videos, social media content, advertisements, posters, informative printed handouts, and more. I played a pivotal role in shaping and refining virtually every facet of the business's visual output.

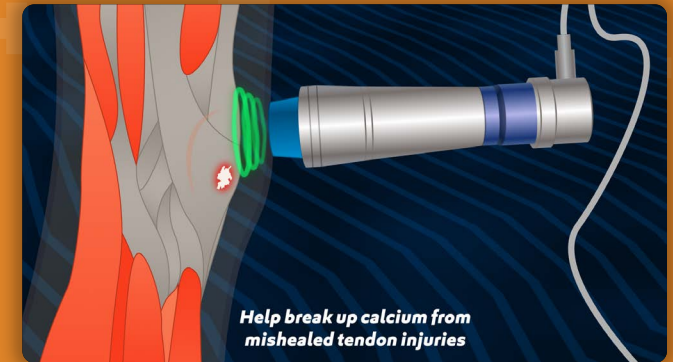


Health & Wellness Explained Educational Video Series:

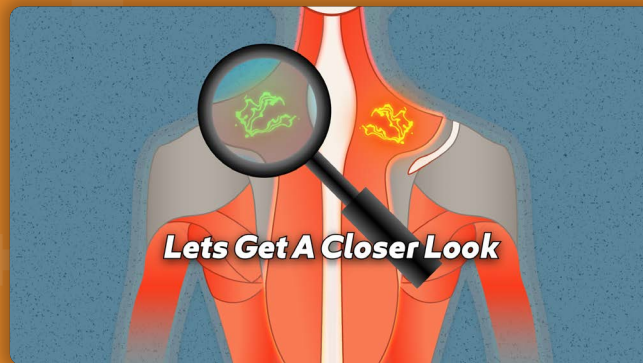
It's not a secret that medical information can get complicated and is often quite boring. In an effort to help educate people about various common conditions and services the clinic provides, I set out to find a solution to this problem. The result was the Health & Wellness Video Series. As part of this large scale project, I built several completely original animated videos. Each video was created to provide information in a fun and entertaining way. Creating these videos was a massive undertaking. I conducted extensive research on each topic and fact checked the information with my medical professional colleagues. I then wrote a script for each video and planned the majority of the visuals I intended to include. From there, I developed every single graphic, animation, and effect from scratch. The graphics and styles in these videos became part of the clinic's brand identity. Each video continues to aid the journey to a better life for clinic patients and people around the world.



Arm Meridians



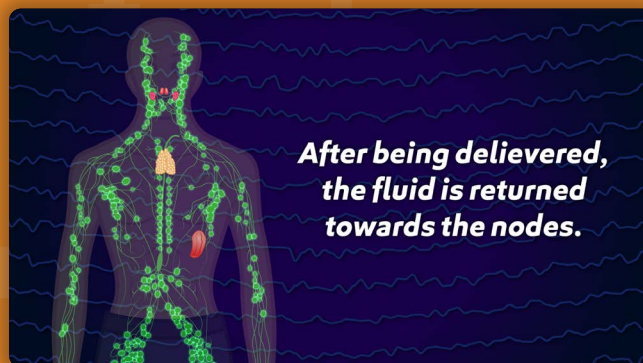
Shockwave Therapy On Calcium Knee



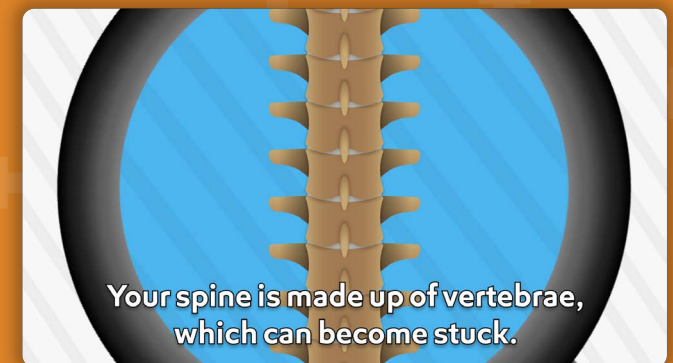
Trapezius Muscles Before Zoom In



Body Spotlight



Lymphatic System Node Explanation



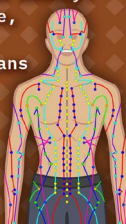
Vertebrae Demonstration



The lymphatic system is inside all of us. It's a system of tubes and nodes that deal with the immune system, infections and inflammation. There are special massage techniques to help create movement through the lymphatic system.



Meridians are like energy highways throughout our bodies that allow energy and blood to flow freely. Using acupuncture, we can interact with your meridians to potentially help with pain, digestive concerns, mental health and more.



Do You Suffer From CHRONIC PAIN?

We can help!

Chronic pain isn't just pain that has been going on for a long time; it can affect multiple aspects of your life and is an elevated/inappropriate pain response to a stimulus.

Using various techniques, we can help you.

Physiotherapy
Chiropractic
Osteopathy
Naturopathy
Massage Therapy

Reduce inflammation, improve range of motion, increase activity tolerance, gain education on your condition, and more!

Do You Suffer From JOINT PAIN?

We can help!

Is your joint pain affecting your ability to do your regular activities? Our team may be able to help!

Using various techniques, we can help you.

Physiotherapy
Chiropractic
Osteopathy
Naturopathy
Massage Therapy

Provides assessment, manual therapy, exercise programs, increased activity tolerance, acupuncture, massage, and more!

Social Media Examples:

There was always a frequent need for social media content at the clinic. It was a common goal to educate viewers about common conditions and services that the clinic provided. As a result, many of the social media graphics I had the opportunity to create worked towards this goal. I had to keep small screens in mind, and I always made an effort to make them attention grabbing.

Retractable Banner:

At the time of development, the clinic frequently travelled to conventions and other similar events. To showcase their services at a glance, I developed a retractable banner. I carefully designed it to fit within their brand identity and ensured it contained the information required to suit their needs. The finished product was about the size of a kayak!



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The Simple Colour Pack

Palette

Over 1,500 Colours and Styles



With Over
25,000 Downloads

Palette is an icon pack I designed and developed for the Elgato Stream Deck.

What is a Stream Deck?

The Stream Deck is like a keyboard. The user can customize the function and look of each key to suit their individual needs and style.

About Palette:

I created Palette to fill a gap within the Stream Deck community. The Stream Deck icon library lacked a crucial feature—colours. Recognizing the importance of personalization to the Stream Deck community, I set out to address this need. This led to the creation of Palette, a collection of colours and gradients tailored for Stream Deck devices. With Palette, users gain access to a wide array of colour variations and blends, catering to individual preferences and styles. I meticulously designed both the icon pack and its branding. Palette's visual identity had to be eye-catching, modern, understandable, iconic, and ensure users could instantly grasp its benefits and how it would integrate into their lives. Since its launch, Palette has become a huge success. Since then, it has already accumulated a massive **25,000+ downloads**.



STONEHOUSE SESSIONS



What is The StoneHouse Sessions?

The StoneHouse Sessions is a collaborative music video series between musicians around the world. The goal of The StoneHouse Sessions is to connect musicians from their homes, studios, or wherever they are in the world to create professional studio-quality music and visuals. The project has collaborated with several famous artists and top of the line musicians and has **even won a Telly Award**.

About The Series:

I served as the video editor and colourist for the **award-winning** "The StoneHouse Sessions" series. Working with musicians around the world, I synced their video performances to music tracks, enhanced colours, designed layouts, and created scenes based around the music. **I am proud to have won** a New York Telly Award for



The Telly Awards Silver
Music Video Of The Year

Video Editor/Music Video of the Year thanks to one of my music videos in this series "Rainy Night in Georgia".



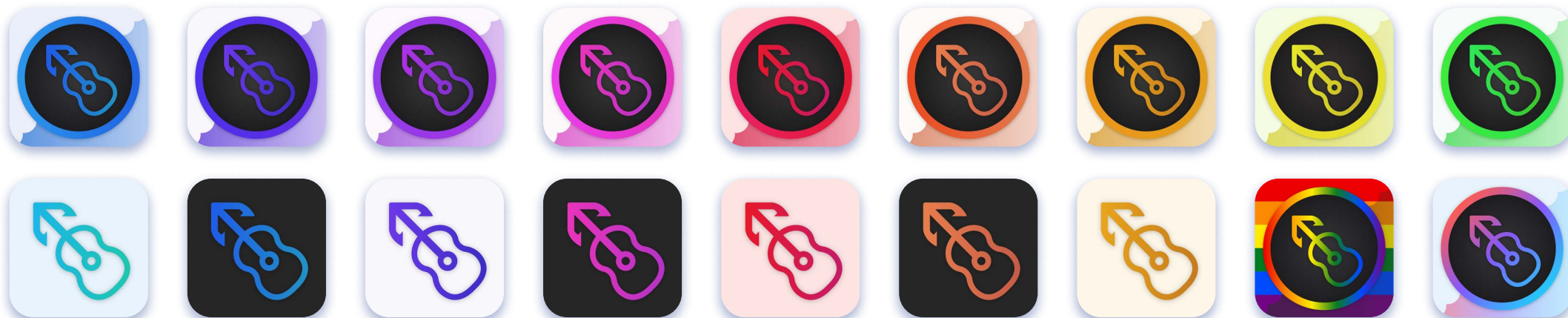
MusicHarbor

MusicHarbor is one of the top music apps in the Apple App Store for tracking new songs, music videos, and concerts from their favourite artists and record labels.

My Role In The Project:

Combining my creative talents with my passion for music, I created a logo and icon series for the MusicHarbor app. Users now proudly place them on their home screens *worldwide*, showcasing the profound connection that music and graphics can combine to create.

"I loved the icons and I think the users are going to love them too!"
—Marcos Tanaka, MusicHarbor Developer, Brazil



CHILLY LILY

Twitch Branding

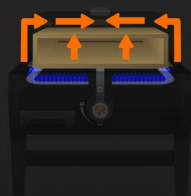
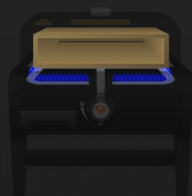
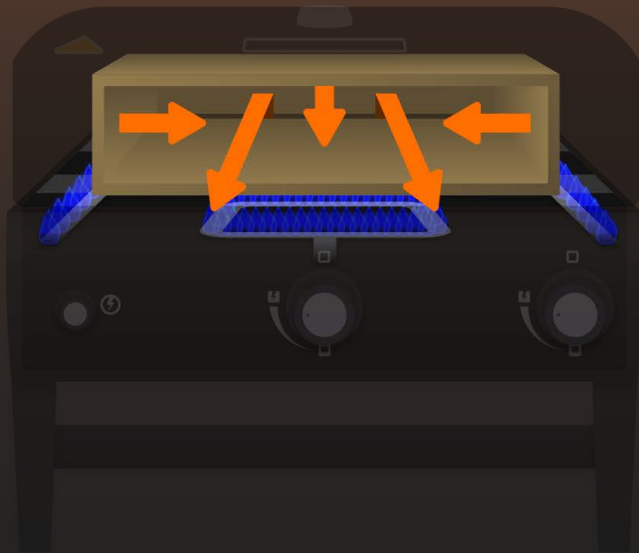


ChillyLily is a Twitch creator known for making fun gaming-focused content. I rebranded the channel with custom animations and graphics.

What_Is_Twitch?: Twitch is a popular livestreaming platform, serving as a place for creators to showcase a diverse range of content spanning gaming, art, music, and beyond. Crafting designs for Twitch demands a strong comprehension of its mechanics, ensuring that creations seamlessly integrate and resonate with the platform and its users.

About_The_Project: I redeveloped the channel's appearance with a collection of graphics, animations, and brand assets. Drawing inspiration from ChillyLily's name and content, my design approach focused on creating a serene and cool aesthetic. The goal was to evoke a sense of tranquility and anticipation as viewers tuned in to watch. I crafted the landscapes and movements of this set with these intentions, resulting in an immersive visual experience that captures the essence of ChillyLily's unique style and content.





BakerStone

| THINK **INSIDE** THE BOX |

I developed several custom animations for BakerStone commercials worldwide.

What is BakerStone?

BakerStone is a brand known for its innovative outdoor cooking products. One of their most popular items is the Pizza Oven Box, which turns a gas grill into a pizza oven.

About The Project:

I was asked to produce *motion graphics* that highlighted the capabilities for a few of BakerStone's products. One of the products was a grill top pizza oven. Beginning from the ground up, I recreated the oven's real-life appearance in my signature digital aesthetic. The graphics were used in animated videos for use in *BakerStone commercials*.

The animations were designed to showcase the oven's features and functions. This included the flames, air circulation, and other internal mechanisms. The final outcome was precise and easily understood. It both effectively showcased the oven's features and helped BakerStone show off their product to the world.



19:79

After The Buzzer Rebranded

-19:99

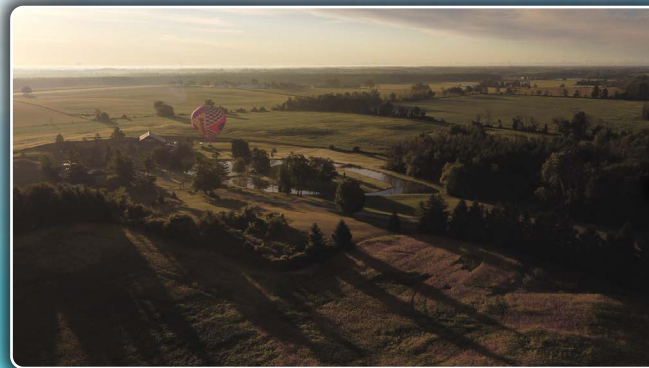
What is After The Buzzer?

“After The Buzzer” is a sports podcast that takes you beyond the playing field and deep dives into discussions about the game.

About The Artwork:

Since “After The Buzzer” covers several types of sports, I aimed to include a diverse range of sports references for their updated appearance. During the design process, I incorporated the cool colours of ice, crossed hockey sticks, various sports gear, sports-related items, and *even a basketball design within the microphone*. Variations of the artwork were created not only for the podcast itself but also for a striking social media presentation.

SKYWARD BALLOONS



Before



After



Before



After

What is Skyward Balloons?

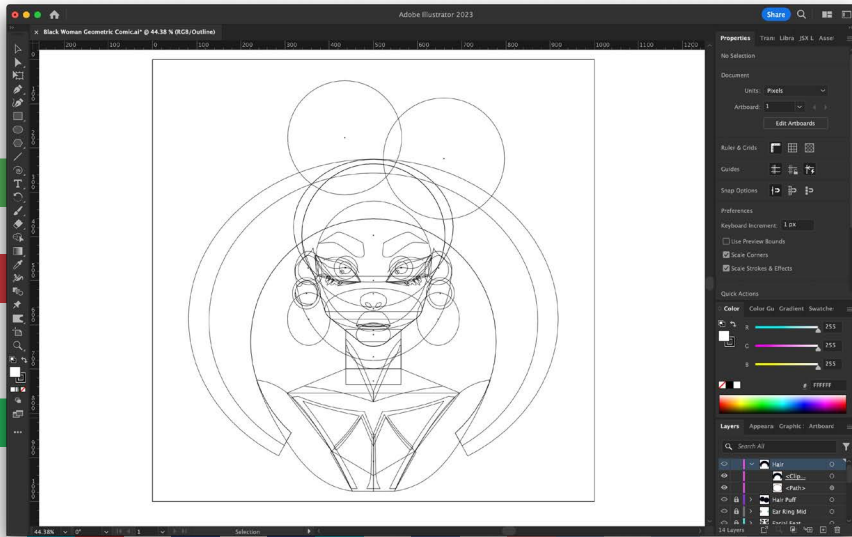
Ever wondered what it's like to float amidst the clouds, gazing down at the world below? Skyward Balloons specializes in hot air balloon rides that show people the world from a new perspective. Their company specializes in providing **unforgettable** experiences for individuals seeking a unique and breathtaking point of view of the world.

About The Project:

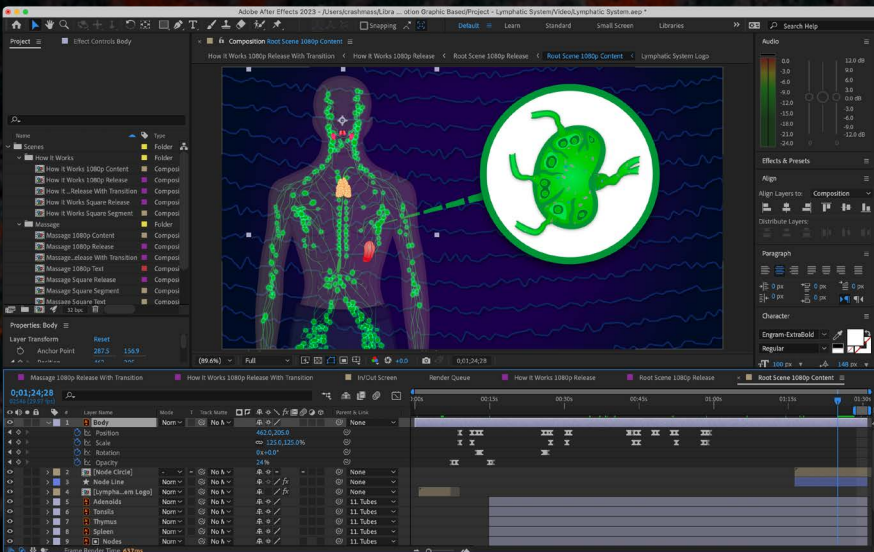
I edited and did extensive recolouring on drone footage taken during a Skyward Balloons journey. From the drone, the footage was dull and definitely didn't "**pop**". I took great care to address this issue for every section of the drone footage and compiled it all into a beautiful and striking piece of media. The **recoloured and edited** version has gone on to be replayed countless times for both online and in-person promotional material purposes. It helps give their potential customers a taste of what it is like to take a ride with Skyward Balloons.

GRAPHIC DESIGN CHANGES LIVES

Graphic design is a transformative force in the modern world. My tools aren't just software; they're the brushes, palette, and canvas that brings imagination to life. *Photoshop* helps me sculpt images, creating visuals that capture hearts and minds. *Illustrator* lets me craft various graphics, from artwork to logos. *InDesign* empowers me to arrange elements, and made this portfolio possible. *Canva*, with its accessibility and wide reaching fanbase, allows me to reach wider audiences through social media design. Graphic design isn't just a profession; it's a way to impact lives, inspire change, and push creative boundaries, one design at a time.



MOTION GRAPHICS MAGIC



Motion graphics have opened up a world of creative possibilities for me. Using **Adobe After Effects**, I create captivating animations that convey messages and engage audiences. When combined with **Adobe Illustrator**, I achieve even more customized and striking results. My proficiency in motion graphics allows me to inject personality into otherwise static concepts, breathing life into them through a blend of animation and meticulous **attention to detail**. Whether it's designing logo animations, producing compelling videos, or transforming artwork into moving masterpieces, the potential for creativity and impact in this field is truly magic.

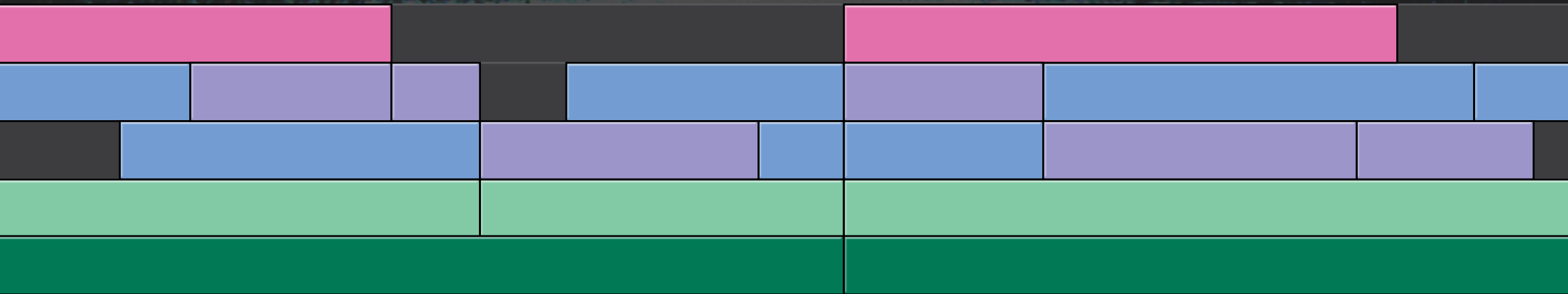


AI Changed The Game

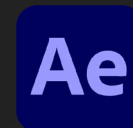
Artificial intelligence and its applications within the creative industries are becoming more important and prevalent with every passing day. I am committed to staying at the forefront of this technological revolution. Through the use of *Stable Diffusion*, *MidJourney*, *Adobe Firefly*, *DALLE*, and other cutting-edge AI technologies, I have been able to develop content that was *previously unimaginable*. These capabilities can be applied in multiple ways, such as advanced retouching of photos, creating concept art, replacing stock images with custom realistic content, and more. *We are in a new era of creativity*. Will you let me show you around?



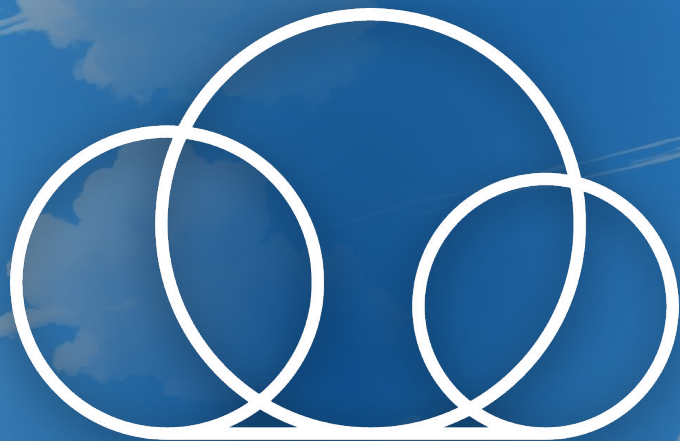
VIDEO EDITING EXCELLENCE



Video editing marked the very beginning of my creative digital journey. I am now an award-winning video editor with several years of experience. Using tools such as *Premiere Pro*, *After Effects*, *Final Cut Pro*, and *DaVinci Resolve*, I continue to have the privilege of crafting numerous compelling stories and bringing them to life on the screen. Through my expertise with *colour grading*, I have been able to enhance visuals through precise adjustments, effectively breaking down the limitations that are often encountered. I believe that every video frame is a canvas for storytelling, and I'm excited to explore more opportunities through this medium.

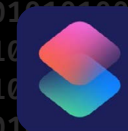


CODE BUILDS THE WORLD



SKYSITE
theskysite.com

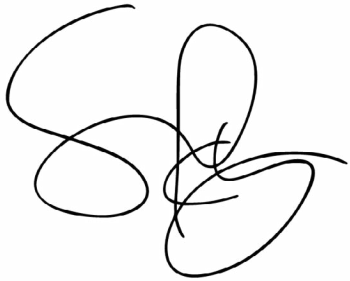
Thanks to my deep-rooted passion for technology, I've acquired several advanced computer skills that serve as the backbone for some of my most ambitious projects. My capabilities with HTML and CSS have allowed me to craft captivating websites using the [WordPress](#) platform. My website and design expertise has proven to be a valuable asset in elevating my clients online presence. I've ventured into the world of [Xcode](#), and am proficient in coding languages such as Swift, JSON, and more. They have been instrumental in bringing projects such as "Palette" to life. With automation tools like [Siri Shortcuts](#), [Automator](#), [AppleScript](#) and others at my command, I have opened up new opportunities, enabling me to operate at peak efficiency. These skills have shaped the way I approach problem-solving and allows for innovation in our digital age.



Wrapping Up

I hope you enjoyed this journey through some of my creative projects. It has been my pleasure to share my work with you. If you have any questions, inquiries, or just want to talk, please feel free to contact me using the information below.

Sincerely,
Schyler Lambert



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Phone:
519-532-5692

The image is a stylized title card. It features a series of concentric circles in various shades of red, creating a tunnel-like effect that draws the eye toward the center. The central circle is a solid dark blue. Overlaid on this blue circle is the text "The End" in a white, elegant, cursive script. The text has a slight drop shadow, making it stand out from the blue background.

The End