

# PORTFOLIO

CORRIGAN TYRRELL

CORRIGAN TYRRELL

OKLAHOMA CITY, OKLAHOMA

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## INTRODUCTION

Hi there, I'm Corrigan. I'm a creator who loves to write, design, photograph, and code. For around seven years now, I've been helping brands express their identity and garner their community through refined visuals and inspired writing.

I've had many job titles — from Schematic Designer, to Director of Marketing and Events; also, 'Experience Curator', and eventually, Owner. These roles vary in ways, but essentially, my successes have always come from my keen ability to tell engaging stories; both visually and verbally.

I believe authenticity is the best way to turn stories into connections, and connections into a community. I've always been somewhat of a minimalist. So in my work, I lean into that laidback yet polished feel to stay authentic to my innate sense of style that my colleagues and clients know me for. I further refined my style while in Charleston for college. The city's landscapes honed my natural love for muted colors, simple silhouettes, and balanced composition. These themes are now ingrained in me, and my community relies on seeing those characteristics in the visuals and messaging that I produce for them.

My process for helping businesses engage their community is simple: identifying a brand's true character, enriching its specialized experience, and sharing its unique story. Storytelling is my passion and I also enjoy nurturing the meaningful connections that come of it.

Want to connect with me? [work@corrigantyrrell.com](mailto:work@corrigantyrrell.com)



# TIMELINE

## student

b.s. in business administration

**2013 - 2017**

*College of Charleston  
Charleston, SC*

## volunteer training intern

children welfare protection

**2014**

*CASA (Court Appointed Special advocates)  
Oklahoma City, OK*

## assistant designer & marketing

high-end interior design

**2017 - 2018**

*CID Design Group  
Naples, FL*

## experience curator

digital marketing & event planning

**2020**

*Colcord Hotel, Vast Restaurant, & Flint Restaurant  
Cory Hospitality  
Oklahoma City, OK*

## editorial writer and photographer

hospitality & lifestyle journalism

**2020 - CURRENT**

*edibleOKC Magazine  
Oklahoma City, OK*

## sales associate

high-traffic clothing retail

**2014 - 2017**

*Anthropologie, Copper Penny, The Impeccable Pig  
Charleston, SC*

## studio & gallery intern

high-end interior design & gallery

**2016 - 2017**

*Mitchell Hill  
Charleston, SC*

## student

code & visual design school

**2018 - 2019**

*Skillcrush  
Oklahoma City, OK*

## owner

web/visual designer & photographer

**2020 - CURRENT**

*Out of Office, LLC  
Oklahoma City, OK*

## director of marketing & events

high-end boutique hotel

**2022**

*NOUN Hotel  
Norman, OK*



PHOTOGRAPHY

EXTERIOR



RESIDENTIAL



HOSPITALITY



RESIDENTIAL



HOSPITALITY

Pump Bar featured in  
*edibleOKC Magazine*



PHOTOGRAPHY

INTERIOR DESIGN



COMMERCIAL  
Beautify Salon for  
*CID Design Group*



HOSPITALITY  
Kalea Bay for  
*CID Design Group*



HOSPITALITY



HOSPITALITY



PHOTOGRAPHY

FOOD & DRINK



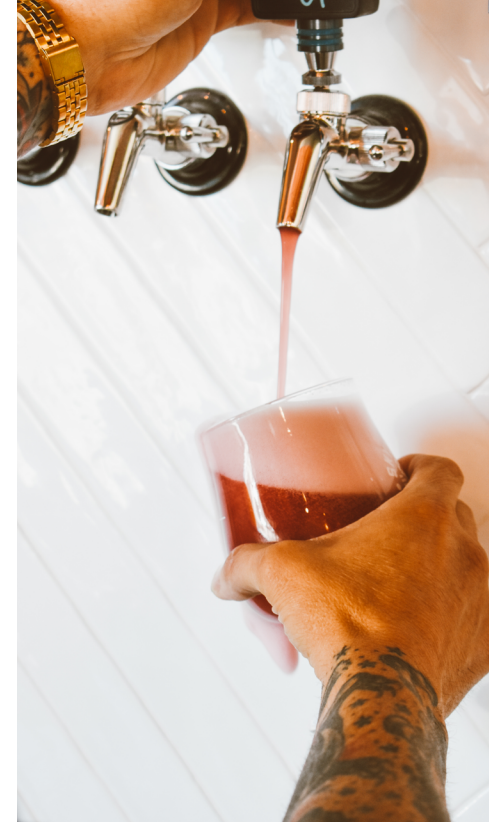
**FINE DINING**  
menu photography for  
*Vast, Coury Hospitality*



**CRAFT MEZCAL BAR**  
Palo Santo featured in  
*edibleOKC Magazine*



**BISTRO & BAR**  
menu photography for  
*Supper Club*



**BREWERY**  
Skydance Brewing featured  
in *edibleOKC Magazine*



PHOTOGRAPHY

BRAND & LIFESTYLE



**CONTENT**  
marketing photography  
for *Diana Hampton MD*

**LIFESTYLE**  
marketing photography for  
*Colcord Hotel, Coury Hospitality*

**MERCHANDISE**  
product photography for  
*HATSBYMADI*

**CONTENT**  
marketing photography  
for *Britta Thrift Real Estate*



PHOTOGRAPHY

PORTRAIT



FAMILY



COUPLE



ENGAGEMENT



FAMILY

*freelance photography clients of Out of Office*



# INTERIOR DESIGN

## CID DESIGN PRESENTATION

ENTRY | LOBBY | CONCIERGE

IMPLEMENT RESIDENT HASHTAG FOR BRAND REINFORCEMENT + MEDIA MARKETING:

### #5500REASONSTODWELL

CID DESIGN GROUP  
 8116 Galleria Court | Naples, FL 34109  
 Phone: 239.445.4466  
 www.cid-designgroup.com

Firm:  
 CID Design  
 Group,  
 Naples, FL

Role:  
 Assistant  
 Designer &  
 Marketing  
 Coordinator



landing

- ENTRY | LOBBY | CONCIERGE
- FLOORING TO REMAIN IN ENTRANCE VESTIBULE AND ADA RAMP
  - NEW FINISHES, MAIN COMMON AREA MARBLE FLOORING TO REMAIN PER CLIENT (POLISHED IVORY MARBLE WITH CHOCOLATE EMPERADOR BANDS)
  - AS LITTLE CONSTRUCTION AS POSSIBLE, WITH MORE FFE
  - REMOVE FIRE ELEMENT
  - REPLACE STAIR HAND RAILS WITH MODERN PROFILE
  - NEW WALL FINISHES (PAINT PURPLE VENETIAN PLASTER)
  - NEW CONCIERGE DESK WITH BETTER VISIBILITY
  - ALL FFE AND DECORATIVE LIGHTING
  - DRAMATIC ARTWORK
  - GARDEN STYLE WINDOWPANE MIRROR WALL DETAIL
  - IMPLEMENT A RESIDENCE HASHTAG AND APPLY TO VINTAGE MIRROR FOR PHOTO OPPORTUNITY AND SOCIAL MEDIA SHARING

project | name  
 VISIONING PRESENTATION

11.17.17

27

- Market Research
- Forecasting
- Concept Design
- Branding
- Adobe Illustrator
- Adobe Photoshop
- Sourcing
- FFE Selections
- Copywriting
- Graphic Design
- MS PowerPoint

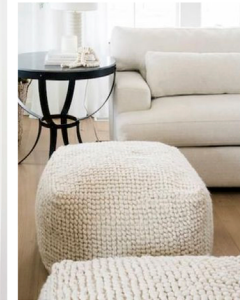
## SCHEMATIC DESIGN

*As a schematic designer with CID, my job was to form the design identity for our clients' new-builds and redesigns. My presentations represented a visual atmosphere to immerse our clientele into the future look and feel of their projects; inspired mainly by the project's future market, the property's historic origin, and our team's cultivated themes.*

## INTERIOR STYLING

*While doing freelance design work in Oklahoma City, a client approached me looking for a more sophisticated interior for their home of a busy family of 5.*

*My design style lends towards a more refined, minimal look with a touch of raw personality. I took inspiration from her family's day-to-day function and her home's key architectural elements, then introduced a slightly more sophisticated feel; a neutral color pallet, polished furniture and decor selections, and art pieces to compliment their current collection.*



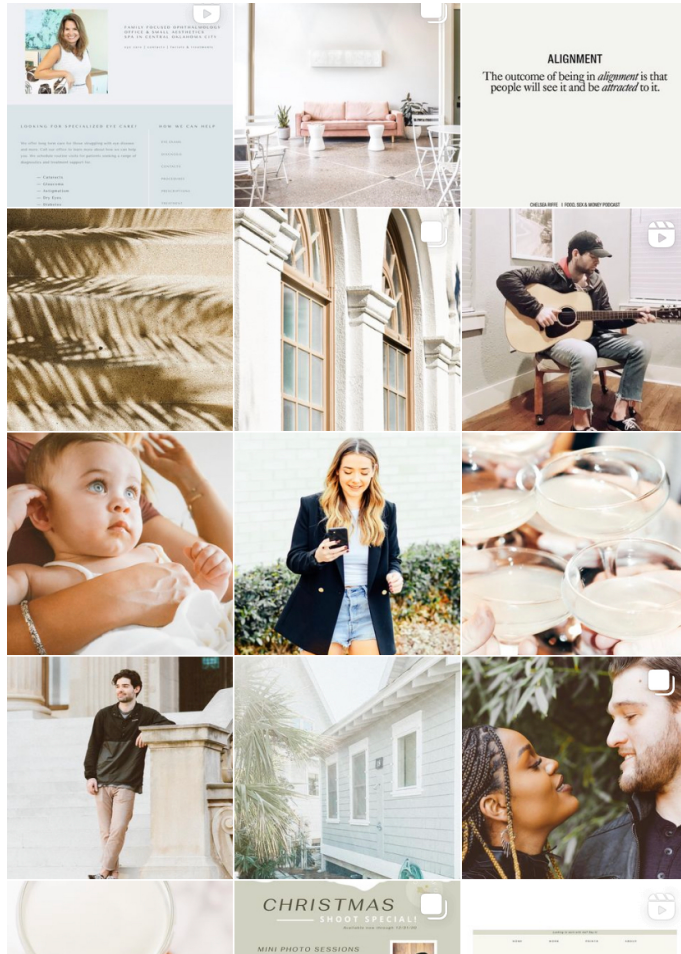
LIVING



- remove spare chairs
- rearrange artwork
- add small coffee table or ottoman
- add photo grid above sofa
- style coffee table's accessories
- add area rug
- add indoor tree next to sofa

- Site Visits
- Concept Design
- Space Planning
- Adobe Photoshop
- Digital Manipulation
- Sourcing
- FFE Selections
- MS PowerPoint
- Purchasing
- Budgeting

## DIGITAL MARKETING



@were.outofoffice

Role: Owner & Creative

Firm: Out of Office, LLC,  
Oklahoma City, OK

### Overview

- Website Management
- Social Media Marketing
- Advertising
- Public Relations
- Press Outreach
- Event Planning

### Experience:

- MARKET RESEARCH
- CONTENT CREATION
- COPYWRITING
- PAID SOCIAL
- PHOTOGRAPHY & EDITING
- GRAPHIC DESIGN
- VIDEO EDITING
- SCHEMATIC PLANNING
- ANALYTICS PRESENTATIONS
- CAMPAIGN MANAGEMENT
- CORPORATE BLOGGING
- INFLUENCER EXPERIENCE
- VENDOR CONTRACTING

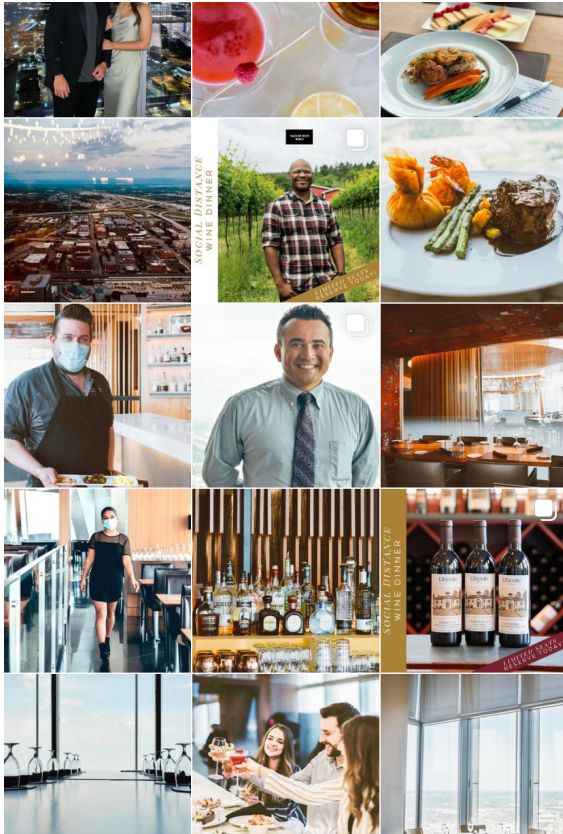
### Programs:

- ADOBE LIGHTROOM
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE PHOTOSHOP
- GOOGLE BUSINESS
- GOOGLE ANALYTICS
- WORDPRESS
- MAILCHIMP
- LATER
- INSTAGRAM
- FACEBOOK
- META BUSINESS
- CANVA

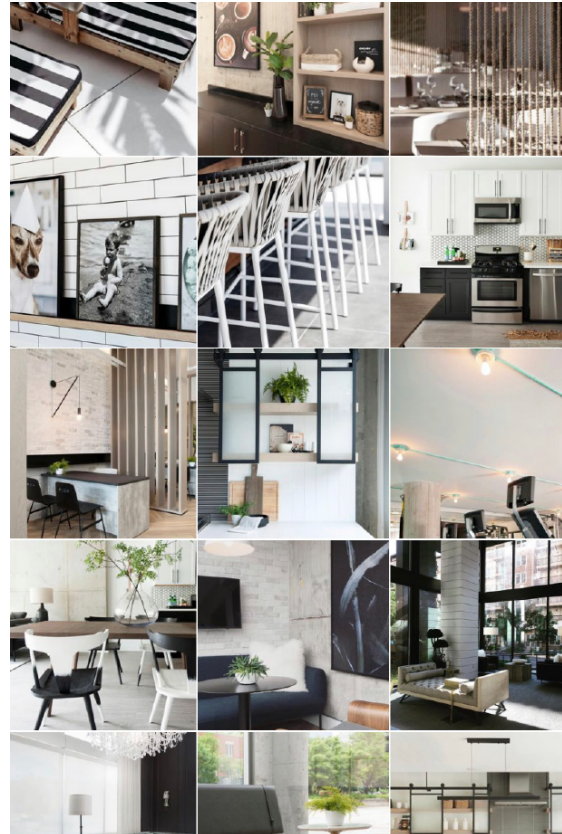


# CONTENT

## DIGITAL MARKETING SOCIAL MEDIA MANAGEMENT & SCHEMATIC PLANNING



@vastokc  
 Role: Experience Curator  
 Firm: Vast Restaurant,  
 Coury Hospitality,  
 Oklahoma City, OK



@cid\_designgroup  
 Role: Assistant Designer &  
 Marketing Coordinator  
 Firm: CID Design Group,  
 Naples, FL



@colcordhotel  
 Role: Experience Curator  
 Firm: Colcord Hotel,  
 Coury Hospitality,  
 Oklahoma City, OK

*Improved for All Brands:*

- FOLLOWERS
- REACH
- COMMENTS
- LINK CLICKS
- REACTIONS
- IMPRESSIONS
- SHARES
- MESSAGES

## BUSINESS WRITING EVENT INVITATION NEWSLETTER

**Vast's Andre Mack Wine Dinner Invitation**

*By Corrigan Tyrrell*

Get inside the head of the Owner and one of the most creative minds in the wine industry: Andre Mack. Nestled in the heart of Oregon Wine Country, among green rolling hills and a handful of family-owned vineyards, is a winery daring to do something different.

Andre Mack knows all of the basics but goes beyond the bounds of the traditional winemaking process to ensure each label is truly unique and memorable. Maison Noir Wines have quite the following and that loyalty stems from Andre's passion for creating flavors worth talking about.

His eccentric and rugged process, from vine to glass, promotes pure flavor with every sip. You and your table are sure to differ on which pour is your favorite — Andre believes "Wine is not a beverage reserved for the elite, but can and should be enjoyed by everyone."

Hear from Andre and his perspective on how to best enjoy a bottle of wine. He'll be joining us remotely so that we can ask questions and learn more about his place in the vineyard industry.

Chef Paul will be making a custom multicourse menu to accompany the wines we'll be highlighting that evening. Each party will get their own private table and can have up to six guests.

Enjoy Fine Dining, and all that it encompasses, while learning more about one of our favorite labels. From Vine to Vast, and now to you.

MONTHLY NEWSLETTER / WINE DINNER INVITATION FOR  
VAST FINE DINING RESTAURANT, SPRING 2020

*Around seven years ago, when I was a senior in college, I began incorporating my passion for writing in my day-to-day work. When the design studio I worked with, Mitchell Hill, saw my personal interior design and lifestyle blog, they then gave me the opportunity to run their studio blog. My personal blog and work with Mitchell Hill then landed me with a marketing and design role at CID Design group. From there, copywriting (long and short-form) has been a large part of my career, and I love it.*

## BUSINESS WRITING HOTEL HANDBOOK LETTER

Hello,

Welcome to Team NOUN! We're happy to have you. I know that hospitality is a fast-paced, demanding industry but it's collaborative and exciting, too. As far as jobs go, there's no better industry to elicit lifelong bonds and real-life work experience than working in hospitality. Our mission at NOUN Hotel is to incorporate our values of savviness, integrity, and passion into our team's everyday life. From the bartenders at ONE Bar to the servers at Supper Club and the Front Desk attendants at NOUN, I want you to help you feel supported and appreciated each day.

Some days our lobby or bar will accommodate the solo stop-in guest or business traveler and the lobby will be calm and quiet. Other days might be non-stop energy flowing from our guests to our team. Our goal is to provide consistently upbeat and positive service to our community; no matter the varying tasks that lie ahead. I know we can't do that without a knowledgeable and gracious team behind-the-scenes. That's why we have you!

When the capacity is full and the demands are high, we'll work together as a team to do our best to make sure no one is left out on a limb. Under pressure comes comradery and it's the relationships that you form that will ease the hours of a slow day and impassion the spirit on a busy day.

As the GM for this hotel, I want to provide insight, guidance, and compassion to empower our team to work as one strong and successful unit. Everyone — in valet, management, the kitchen, housekeeping, banquets — will be shown and should show a sense of respect for each person working beside them to make this a happy environment for our team and guests.

The atmosphere we're seeking to create is one where we can all be comfortable being ourselves, utilizing our skills and learning new things. Keeping engaged and in tune to where you, specifically, can contribute is an important part of making this experience an enriching and rewarding chapter of your life.

Should you ever need anything from me, please feel free to visit me in my office or shoot me a text anytime. I'm here for you and look forward to getting to know you well as we spend our days making NOUN Hotel somewhere we're proud to be.

Cheers to new beginnings!

Ronnie Krodel  
General Manager  
NOUN Hotel  
(405) 627-8877

WRITING  
EXPERIENCE:

- BRAND STORYTELLING
- COMMUNITY NEWSLETTERS
- CORPORATE BLOGGING
- SOCIAL MEDIA COMMUNICATION
- ADVERTISEMENT COPY
- CORPORATE PRESS RELEASES
- PRESENTATION COPY
- WEBSITE COPY
- INTERNAL COMMUNICATIONS
- DIRECT MESSAGES MANAGEMENT
- EDITORIAL JOURNALISM

WRITING

EDITORIAL WRITING

SEE SOME OF MY ARTICLES FOR  
*edibleOKC* MAGAZINE ON MY WEBSITE

VISIT HERE

ARTICLE FEATURED IN *edibleOKC*, JUNE 2021

LOCAL LIBATIONS

# THE PUNKS BEHIND THE PUMP

WORDS AND PHOTOS BY CORRIGAN TYRRELL

*“I really wanted it to be a place where somebody could sit at the bar, after work, in their suit, and be sat next to a drag queen.”*

## A LITTLE BIT OF MY STORY

ON STARTING MY OWN  
DESIGN, MARKETING, &  
PHOTOGRAPHY BRAND,  
OUT OF OFFICE, LLC



*In February 2020, I joined Coury Hospitality to help them make their brands Colcord Hotel (and its dining outlets, Vast and Flint) more immersive for their community. I began concentrating on digital strategy, space activations, and monthly events. Then, a month later in March, the pandemic hit.*

*I quickly had to adapt with the rest of the world and began focusing on how to keep guests and diners engaged with our business. Despite the societal fear and restrictions, we had a team of people who were relying on us to maintain their jobs. So I got creative and quickly prompted for some updated practices: promoting staycations by allowing dogs on certain floors and gifting free valet, creating virtual wine events to stay engaged with our online community, hosting influencers to share their story of our safe guest experiences, etc.*

*But after six months, when we were back on track, I was longing for days where I could make more out of my creativity. So I left the hospitality firm and started my own design and marketing firm, Out of Office.*

*In December 2020, I founded my studio and began taking on clients. I focus on establishing brand identities and growing their communities by designing organic branding and proficient websites, refining their brand photography, and managing their digital presence — websites, social media, Google Business, etc.*



LOGOS & ARTWORK



Hair by Blair  
HAIR STYLIST BLAIR BLACK  
Brand design, custom code web design, copywriting, photography, digital strategy

Jayce Green Music  
INDEPENDENT MUSIC ARTIST  
Brand design, website design, web song player, copywriting, web management



Ella Scott Design  
RESIDENTIAL INTERIOR DESIGN STUDIO  
Brand redesign: logo, logo variations, digital assets



Diana Hampton, MD  
OPHTHALMOLOGY PRACTICE WITH AESTHETICS BRANCH  
Practice & Aesthetics branding, Practice web redesign, Aesthetics web design, digital assets, social media strategy, Google Business, web management, photography, copywriting, branded marketing collateral

Housepitality Events  
EVENTS BARTENDING & PRIVATE BARTENDING WORKSHOP FIRM  
Brand design, website design, copywriting, photography, digital strategy



## MORE BRANDING PROJECTS

### HATS BY MADI

CUSTOM HAT DESIGNER &  
E-COMMERCE MERCHANDISER

E-commerce website design, product  
photography, copywriting

### Roost Properties

RENTAL HOME PROPERTY  
MANAGEMENT FIRM

Website design, copywriting

### Amanda Harris Hair

HAIR STYLIST

Branding, digital assets

### NOUN Hotel

BOUTIQUE HOTEL & OUTLETS:  
SUPPER CLUB & ONE BAR

*As Director of Marketing & Events (in-house):* Copywriting, photography, designed print & digital marketing collateral & products; Worked with *Tractorbeam* to develop branding, digital assets, & website design

### DMG Consulting

HEALTHCARE ORGANIZATION  
CONSULTING BY DIANA GLATIAN

Presentation design, digital assets

### CHRISTA BLACKWOOD

PHOTOGRAPHY & MIXED  
MEDIA ARTIST

Web management, digital  
manipulation, graphic design

## WEB DESIGN &amp; MANAGEMENT

**Overview**

Concept Planning

Layout &amp; Design

Visuals &amp; Copywriting

Programming

Domain Implementation

Web Hosting

Site Management

## HOW IT BEGAN

*I became interested in code a couple of years into managing websites; first, for Mitchell Hill, and then, CID Design Group. As a designer, I got tired of the limited customization of web builders and knew I wanted to go deeper in the concept design sphere. So, in 2018, I went part-time at CID Design Group and dove into learning website and visual design. Web design is a natural passion of mine because the process requires a lot of creativity: brainstorming, schematic planning, graphic design, branding, copywriting, and problem solving. I like my workdays as dynamic as my interests so the opportunity to learn how to code is one I'm very grateful for; despite still having so much more to learn. I hope to see more women and diversity in the tech world as its role in our everyday lives continues to exponentially grow!*

**Programs:**

- SKETCH
- SUBLIME TEXT EDITOR
- GIT (MAC)
- GITHUB
- DREAMHOST
- W3C VALIDATION
- WORDPRESS
- WIX
- SQUARESPACE

**Experience:**

- HTML & CSS
- RESPONSIVE DESIGN
- HOST-BASED BUILDING
- UX / UI
- TERMS & CONDITIONS
- TESTING
- E-COMMERCE

## CORRIGANTYRRELL.COM

*As I was working my way through my code and visual design classes, I needed a place to show my work and put my skills into practice. I gathered inspiration, drew my layout on a sheet of paper, finalized a wireframe on inDesign, created brand visuals on illustrator, and coded the site (that's there now) using html/css. It evolves with me, so when I opened Out of Office in 2020, I reoriented the site to better suit the needs of my market. Take a look!*



Looking to work with Out of Office?

HOME

WORK

PRINTS

ABOUT

WELCOME TO THE STUDIO OF

# CORRIGAN TYRRELL

A creative studio devoted to thoughtful and minimal design. Finding beauty and detail in everyday settings.

Helping individuals and teams create unique moments that resonate and stand the test of time.



WELCOME TO THE STUDIO OF  
**CORRIGAN  
TYRRELL**

A creative studio devoted to thoughtful and minimal design. Finding beauty and detail in everyday settings.



MOBILE

DESKTOP

## DIANA HAMPTON MD

MOBILE

LOOKING FOR  
SPECIALIZED EYE  
CARE?

We offer long term care for those struggling with eye disease and more. Call our office to learn more about how we can help you. We schedule routine visits for patients seeking a range of diagnostics and treatment support for:

- Cataracts
- Glaucoma
- Astigmatism
- Dry Eyes
- Diabetes
- Eye Infection
- Macular Degeneration

FAMILY FOCUSED  
OPHTHALMOLOGY  
OFFICE IN CENTRAL  
OKLAHOMA CITY

Direct physician to patient care

Small office setting

All exams performed by Dr. Hampton, M.D.

13401 N WESTERN AVE, SUITE #402  
OKLAHOMA CITY, OK 73114

## DIANAHAMPTONMD.COM

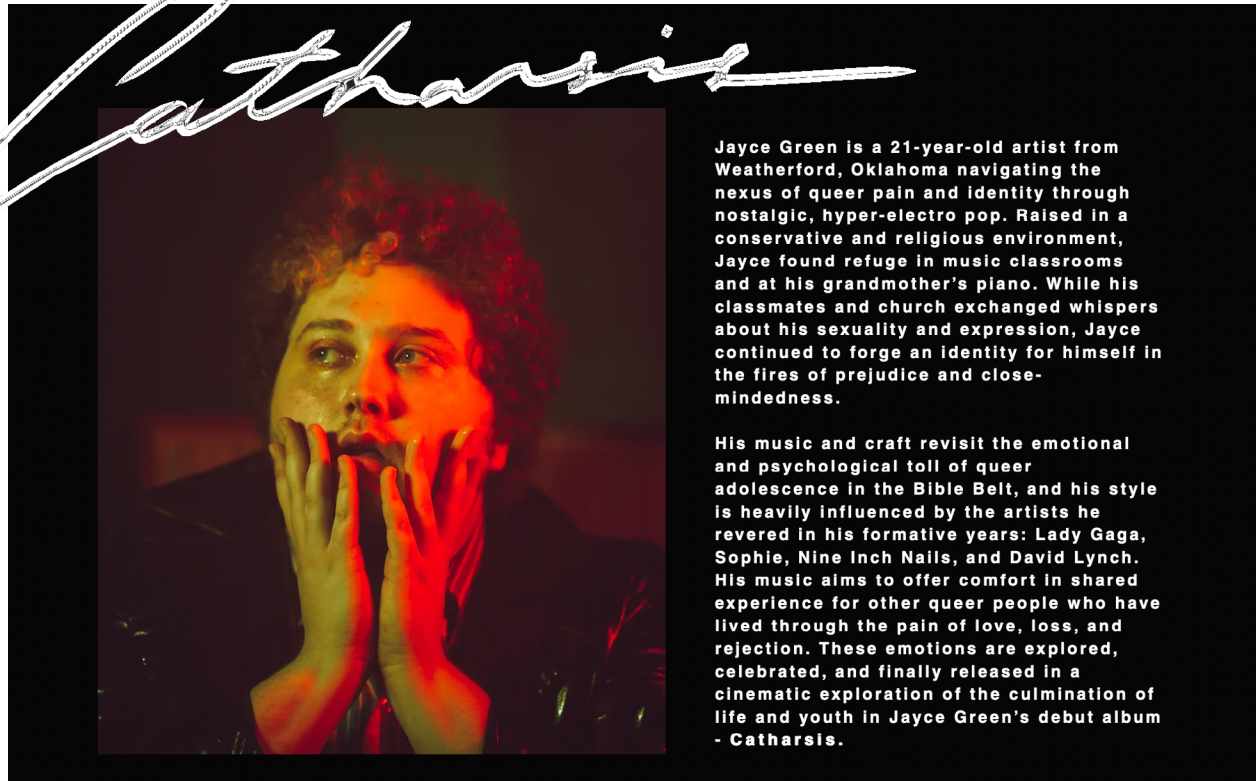
*Dr. Hampton was looking to redesign her clunky, unorganized website. She also wanted a home for her new Aesthetics spa. We collaborated on new, clean branding for both her practice and spa, and designed a new website for her clientel. Now, her patients (old and new) have a place to easily access all that they need: the contact information, an interactive map, patient forms, product updates, treatment options, etc.*





## WEBSITES

DESKTOP

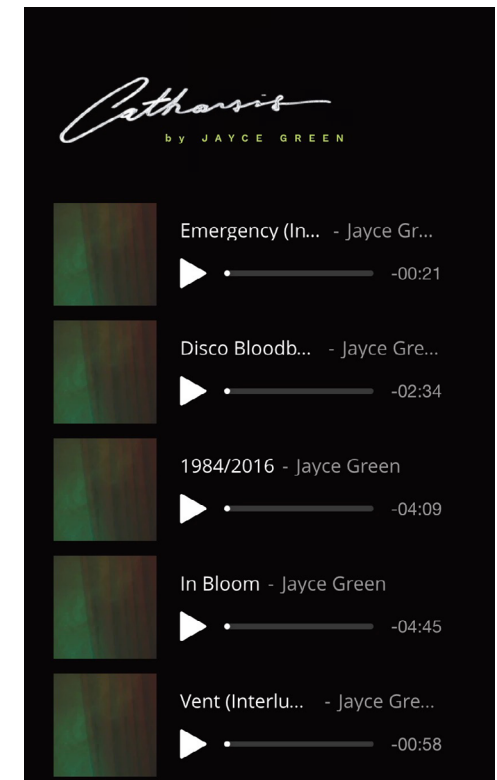


JAYCEGREENMUSIC.COM

site password: mysanctuary

*While putting the final touches on his debut album, Jayce was looking for a web designer who could help him share his new music and tell his unique and powerful story. He gathered a list of brands, websites, and artists whom he wanted to emulate in his visual identity. He also sent me a picture of his late grandfather's handwriting, hoping I could turn it into a metallic logo for his album. So I designed his logo, branding, and website — what he uses as his primary platform to share with labels and listeners.*

MOBILE





MOBILE

Hair by Blair Tyrrell

ABOUT

WORK

PRICING

CONTACT

A little bit about me

Hi! My name is Blair Tyrrell, local to Oklahoma City and doing hair for 10 years. I am passionate about hair because the possibilities are endless and having the ability to create a new look for someone

DESKTOP

Hair by Blair Tyrrell

ABOUT

SERVICES

WORK

PRICING

CONTACT

Hi, I'm Blair — Not just your momma's hair stylist. I am also your grandmother's.



BLAIRTYRRELLHAIR.COM

*Just a look at where I began my programming and branding journey!*

*Blair was looking for a low maintenance web presence so I built her a simple landing page — my first custom-code website while I was still in school. It's responsive, so it's useful on any device, and it's self-sufficient.*

TO DESIGN IS TO COMMUNICATE CLEARLY BY  
WHATEVER MEANS YOU CAN CONTROL OR MASTER

Milton Glazer



THANK YOU

CORRIGAN TYRRELL