

# TIMOTHY FOLEY

CREATIVE DIRECTOR, GRAPHIC DESIGNER

617-869-8996

tim@timfoleydesign.com

www.timfoleydesign.com

## PROFILE

Highly creative designer with the ability to work well independently and within a team. Extensive experience in web, motion, and print design. Highly skilled with various programs within the Adobe Creative Suite. Performs well in deadline-driven environments.

## WORK EXPERIENCE

### Creative Director, Business Owner

Tim Foley Design, Boston, MA

2006–Present

*Founded and manage all aspects of the business to provide graphic design services and consultation to clients for their marketing and communication design needs.*

- » Conceptualize, design, and/or layout online and print materials, including advertising, brand identity, event materials, integrated marketing campaigns, publications, trade show materials, and web design while adhering to brand guidelines.
- » Manage the production process, including create budgets and schedules, collaborate with and present to clients, direct creative teams, art direct photography and illustration, prepare files and work with print vendors and web developers.
- » Handle all financial and administration responsibilities including proposals and estimates, accounts payable and accounts receivable, and tax filings.
- » Clients included; *Brockton Neighborhood Health Center, Center for Community Health Education Research and Service, Inc., Environmental Defense Fund, Harvard University, Hill House Boston, Massachusetts Business Association for Education, Massachusetts League of Community Health Centers, and St. Sebastian's School.*

### Freelance Graphic Designer

NBC-Universal Boston Media Center, Needham, MA

2016–Present

*Design on-air, print, and online graphics for NBC10 Boston, NECN, and Telemundo.*

- » Work with news reporters and producers to create graphics for animations, full screens, maps, monitor graphics, and packages for news coverage.
- » Create graphics for on-air, online, and print promotions and specials.
- » Create on-air ads and online banner ads for advertising clients.
- » Designed print advertising collateral for January, 2017 launch of NBC10 Boston station.

### Creative Director, Graphic Designer

The Boston Globe, Boston, MA

1998–2007

*Conceptualized and designed materials to promote the newspaper, the special sections, and events to readers and advertisers. Designed company-wide communications.*

- » Partnered with internal stakeholders to shape creative approach and overall strategy of marketing and communication initiatives.
- » Responsible for all phases of design from conceptual development to execution.
- » Designed print and online advertisements, corporate communication, direct marketing materials, environmental graphics, integrated marketing campaigns, publications, trade show support, and web design, while maintaining the company brand identity.
- » Managed all phases of the production process, including art direction of photoshoots and illustrations, working with print vendors and web developers.

## SKILLS

- » Adobe AfterEffects
- » Adobe DreamWeaver
- » Adobe Fireworks
- » Adobe Illustrator
- » Adobe InDesign
- » Adobe Photoshop
- » HTML and CSS
- » Marketing and Sales
- » Project Management
- » Pre-Press
- » Presentations
- » QuarkXpress
- » WordPress

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## EDUCATION

### Graphic Design Certificate

Massachusetts College of Art, Boston, MA

1998

### Computer Graphics and Pre-press Certificate

Clark Computer Career Institute, Cambridge, MA

1995

### Bachelor of Arts, Economics

Clark University, Worcester, MA

1989

## ADDITIONAL WORK EXPERIENCE

### Tour Guide

Historic Tours of America, Boston, MA

2021–Present

» Narrate the stories and history of Boston to tourists and students, while driving a sightseeing trolley in an educational, informative, and entertaining way.

### Instructor

Massachusetts College of Art, Boston, MA

Spring 1999

» Taught printing prepress, QuarkXpress, and Adobe Photoshop to college students.

Graphics Express, Boston, MA

1997–1998

» Taught QuarkXpress to working professionals

Clark University Computer Career Institute, Cambridge, MA

1996–1997

» Taught Adobe Photoshop and Illustrator, Freehand, QuarkXpress to professionals.

## OTHER EXPERIENCE

### Volunteer; Program Director, Life Guard, Counselor, Thespian, Director

Camp Fatima Exceptional Citizens Week, Gilmanton IW, NH

1984–Present

» *Program Director*, 2016, 2017, 2018; Created, scheduled, coordinated, and led activities for a week long camp for 175 special needs campers and 300 volunteers.

» All other years; volunteer as 1-to-1 counselor, beach lifeguard, and theater everyman.

» *Strategic Planning Director*, 2020-present

### Executive Board

Business Network International, Financial District, Boston, MA

2008–2016

» Leadership positions included *President*, *Membership Committee*, *Secretary*, *Member Success Officer*, and *Treasurer*. All positions were 1 year term.

### Marketing Director

The Irish Heritage Festival, Dorchester, MA

2009, 2010, 2011

» Founding member responsible for all phases of marketing, branding, and design. Resulted in 13,000+ attendees, 3 stages of entertainers, and 30+ vendors each year.

### Director

The Boston Globe Employee's Credit Union, Dorchester, MA

2003–2007

» Served as *Vice Chairman of the Board*, *Chairman of the Audit Committee*, *Chairman of the Marketing Committee*, and *Member of the Credit Committee*.

» Designed and launched first company website.

## HONORS & AWARDS

### » First Place

*International Newspaper Marketing Awards*

### » Six-time winner

**Award for Design**

**Excellence** from *Graphic Design USA Magazine*

### » Four-time

**ACME Award winner**,

given by the *Newspaper Association of America*

### » Outstanding

**Achievement Award**

winner for Intranet Design from *The Boston Globe*

### » Five-time winner

**Impact Award**

from *The Boston Globe*