

TIMOTHY FOLEY

CREATIVE DIRECTOR, GRAPHIC DESIGNER

Phone 617-869-8996 / email tim@timfoleydesign.com / web www.timfoleydesign.com

PROFILE

Results-oriented graphic designer with 20+ years of visual communications experience delivering high quality print, web, and motion graphic design to strengthen business strategy in deadline driven environments.

WORK EXPERIENCE

Tim Foley Design | Creative Director, Business Owner | 2006–Present

- » Direct creative team and manage workflow, budgets and timelines for business-to-business and -consumer, and non-profit clients, from startups to established firms, locally and nationally
- » Manage all phases of design, including conceptual development and execution of brand identity, integrated marketing campaigns, UI design, web design, environmental graphics, trade show support, publications, corporate communications, advertisements, and promotional materials
- » Oversee all phases of production process, including overall creative approach for collateral, manage complex client relations, and manage design and production teams, manage budgets and schedules, art direct photography and illustration, and build vendor pool
- » Clients include; **Westin Copley Hotel, Harvard University, Mass Business Association for Education, Mass League of Community Health Centers, the Wang Theater, Hill House Boston, St. Sebastian's School, Turner Fisheries, and Comcast Spotlight.**

NBCU Boston Media Center | Freelance Designer | 2016–Present

- » Design and create broadcast motion graphics for daily news and promotions for NECN, NBC10 Boston, and Telemundo
- » Design and produced advertising collateral for launch of NBC10 Boston station, January 1, 2017

The MathWorks | Freelance Designer | 1997–1998, 2007–2008

- » Designed and produced printed and online collateral based on the MathWorks brand

The Boston Globe | Creative Director, Graphic Designer | 1998–2007

- » Responsible for all phases of design including conceptual development and execution of brand identity, integrated marketing campaigns, web design, environmental graphics, trade show support, publications, corporate communication, advertisements, and marketing materials
- » Managed all phases of the production process, including art direction of photoshoots and illustrations, web development, and print coordination on various presses
- » Partnered with internal stakeholders to shape creative approach and overall strategy and presented to and worked directly with clients to ensure on-time delivery

EDUCATION

Graphic Design Certificate, 1998

Massachusetts College of Art, Boston, MA

Computer Graphics and Pre-press Certificate, 1995

Clark Computer Career Institute, Cambridge, MA

B.A. Economics, 1989

Clark University, Worcester, MA

SKILLS

- » Adobe After Effects
- » Adobe DreamWeaver
- » Adobe Fireworks
- » Adobe Illustrator
- » Adobe InDesign
- » Adobe Photoshop
- » Quark Xpress
- » HTML and CSS
- » WordPress
- » Marketing and Sales
- » Project Management
- » Creative Direction
- » Pre-Press
- » Client Relations

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ADDITIONAL PROFESSIONAL EXPERIENCE

Massachusetts College of Art | Instructor | Spring 1999

» Taught printing prepress, QuarkXpress, and Photoshop

Graphics Express | Instructor | 1997–1998

» Taught professionals QuarkXpress

Clark University Computer Career Institute | Instructor | 1996–1997

» Taught professionals Photoshop, Freehand, QuarkXpress, and Illustrator

Sir Speedy Printer | Digital Pre-press Designer | 1995–1996

» Performed all phases of the digital pre-press process, from initial client contact to proof creation

OTHER EXPERIENCE

Camp Fatima EC Week | Program Director, Volunteer | 1984–Present

» Program Director, 2016 to 2018—created, scheduled, and led activities for a week long camp for 175 special needs campers, led orientation for 300 volunteers and provided solutions to problems from sunrise to sunset

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

Business Network International, Financial District | Executive Board | 2008–2016

» Positions included *President, Membership Committee, Secretary, Member Success Officer,* and *Treasurer*

The Irish Heritage Festival | Marketing Director | 2009, 2010, 2011

» Founding member responsible for all phases of marketing (13,000+ attendees and 33 vendors)

The Boston Globe Employee's Credit Union | Director | 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*

» Earned *Edward Filene Certificate, Supervisory Committee Award, and Board of Directors Award*

A-Copy Office Products | Sales Representative | 1995–1996

» Acquired new sales and retained existing clients of office equipment and service contracts

HONORS & AWARDS

- » **First Place** at the **International Newspaper Marketing Awards**
- » Six-time winner of the **Award for Design Excellence** from **Graphic Design USA Magazine**
- » Four-time **ACME Award winner**, given by the **Newspaper Association of America**
- » **The Boston Globe Outstanding Achievement Award** winner for Intranet Redesign
- » Five-time winner of **Impact Award** **The Boston Globe**