

TIMOTHY FOLEY

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www.timfoleydesign.com

SUMMARY

I have 20+ years of experience in visual communications, committed to strengthening business strategy with graphic design. I have worked on short- and long-term contracts, in-house design departments, and as a freelancer. I have managed marketing and communication projects, from concept through completion, large and small, delivering quality print and web design.

PROFESSIONAL EXPERIENCE

Creative Director, Business Owner | *Tim Foley Design*, Boston, MA | 2006–Present
Formerly Tim Foley Studios

- » Owner of full-service design firm providing print and online deliverables for B2B, B2C, corporate, and non-profit clients, from start-ups to established firms, locally and nationally
- » Responsible for 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 communication, advertisements, and promotional materials
- » Responsible for all phases of the production process, including overall creative approach for collateral, manage design and production teams, manage budgets and schedules, art direct photography and illustration, and build vendor pool
- » Responsible for all phases of business including business development, proposals, contracts, and bookkeeping

Graphic Designer | *The Boston Globe*, Boston, MA | August 1998–October 2007

- » Responsible for 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 communication, advertisements, and promotional materials
- » Responsible for 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
- » Maintained and built trusting relationships with clients, traffic managers, copywriters, illustrators, photographers, printers, and other vendors

Freelance Graphic Designer

Wellington Management, Boston, MA | September–November 2009

- » Designed and produced printed collateral based on the Wellington Management brand

The MathWorks, Framingham, MA | May 1997–April 1998 & December 2007–December 2008

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

The Publication Group, Boston, MA | February 1997–June 1997

- » Collaborated on the redesign of financial publications for Fidelity Investments

MacTemps, Cambridge, MA | May 1996–October 1996

- » Designed and produced printed collateral for *Fidelity Investments*, Marlborough, MA, *Choice Printing*, Brockton, MA, *InnerCity Printing*, Boston, MA, *Suffolk University*, Boston, MA

Instructor

Massachusetts College of Art, Boston, MA | January 1999–May 1999

- » Taught Continuing Education students all aspects of digital prepress, QuarkXpress, and Photoshop

Graphics Express, Boston, MA | July 1997–December 1998

- » Taught professionals QuarkXpress

Clark University Computer Career Institute, Cambridge, MA | November 1996–July 1997

- » Taught professionals Photoshop, Freehand, QuarkXpress, and Illustrator

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ADDITIONAL PROFESSIONAL EXPERIENCE

Executive Board | *Business Network International, Financial District*, Boston, MA | 2008–Present
» Positions include President, Membership Committee, Secretary, Member Success Officer and Treasurer

Director | *Leahy Holleran Family Center*, Boston, MA | 2011–2013
» Served on the Board of Directors

Marketing Director | *The Irish Heritage Festival*, Boston, MA | 2009, 2010, 2011
» Founding member of annual 1 day neighborhood festival
» Responsible for all phases of marketing (13,000+ attendees and 33 vendors)

Director | *The Boston Globe Employee's Credit Union*, Boston, MA | April 2003–February 2007
» Served as Vice Chairman of the Board, Chairman of the Audit Committee,
Chairman of the Marketing Committee, Member of the Credit Committee
» Earned the *Edward Filene Certificate, Supervisory Committee Award, and Board of Directors Award*

Election Commissioner | *The Boston Newspaper Guild (local 31245)*, Boston, MA | 2006–2008
» Responsible for all phases of union elections which included coordinating absentee ballots, hiring poll workers, setting up and managing polls, counting and reporting results

Sales Experience

A-Copy, Waltham, MA

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

Wentworth Art Gallery, Boston, MA

» Acquired new sales of fine art exceeding the business objectives and sales revenue targets

Coach | *Dorchester Youth Hockey, SCORE Boston, and Dorchester Youth Soccer* | 2011–present

» Responsible for teaching, coaching, and training youth athletes

EDUCATION

Massachusetts College of Art, Boston, MA

» Graphic Design Certificate, 1998

Clark University Computer Career Institute, Cambridge, MA

» Computer Graphics and Pre-press Certificate, 1995

Clark University, Worcester, MA

» B.A. Economics, 1989

Various certificates, seminars, and classes

» Graphic Design, Marketing, Business, and Coaching

HONORS AND AWARDS

» **First Place winner** 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**, an honor given by the *Newspaper Association of America*

» The Boston Globe Outstanding Achievement Award winner for Intranet Redesign

» Five-time winner of The Boston Globe Impact Award