

TIMOTHY FOLEY

CREATIVE DIRECTOR

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

Creative Director, Business Owner

Tim Foley Design, Boston, MA | 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 of 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, Turner Fisheries, and Comcast Spotlight.*

Freelance Graphic Designer

NECN, NBCUniversal, Telemundo, Newton, MA | November 2016–Present

- » Design and produce advertising collateral for launch of NBC10 Boston station
- » Design and create broadcast motion graphics for daily news and promotions

Wolters Kluwer, Waltham, MA | August–November 2016

Wellington Management, Boston, MA | September–November 2009

The MathWorks, Natick, MA | May 1997–April 1998 and December 2007–December 2008

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

MacTemps Placement Agency, Cambridge, MA | May–October 1996

- » Contractor for *Fidelity Investments*, Marlborough, MA, and *Suffolk University*, Boston, MA

Graphic Designer, Creative Director

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, 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

Instructor

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

- » Taught printing 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

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
- » Presentations
- » Client Relations

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ADDITIONAL PROFESSIONAL EXPERIENCE

Volunteer

Camp Fatima EC Week | 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.
- » **Theater:** Created scripts, props, sets for the play. Performed in the play
- » **Counselor:** 1-to-1 caretaker of special needs camper
- » **Lifeguard:** At the camp beach.

Coach

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

- » Teach, coach, and train youth athletes

Executive Board

Business Network International, Financial District, Boston, MA | 2008–2016

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

Marketing Director

The Irish Heritage Festival, Boston, MA | 2009, 2010, 2011

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

Director

The Boston Globe Employee's Credit Union, Boston, MA | April 2003–April 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*

Election Commissioner

The Boston Newspaper Guild (local 31245), Boston, MA | 2006–2008

- » Coordinated all phases of the union elections including hiring poll workers, setting up and managing polls, managing absentee ballots, counting and reporting results

Sales Experience

A-Copy, Waltham, MA | 1994

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

Wentworth Art Gallery, Boston, MA | 1995

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

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 *The Boston Globe* **Impact Award**