

Timothy Engel

Digital, Print & Illustration

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PROFILE

I am a creative director with over 17 years experience across a range of mediums, from insight articulation and brand development to print and interactive design. Regardless of the deliverable I look forward to the challenge of working with clients to craft a solution that exceeds their expectations and the satisfaction in creating something beautiful. I love drawing, screen-printing and working with my hands either crafting something new or fixing something old.

PROFESSIONAL EXPERIENCE

Tim Engel Creative, LLC. • Cincinnati, Ohio - July 2015 – Present


Owner/Creative Director

Years of experience and a solid network of friends and former co-workers has allowed me to make the jump from employee to business owner. I continue to work across multiple mediums, completing projects both for my own clients and as a freelancer at local agencies.

The Empower Group • Cincinnati, Ohio - March 2008 – July 2015

Powerhouse Factories • January 2012 – July 2015

Art Director



As Art Director at Powerhouse Factories, proven record of success in the visual communication of marketing strategies that are in alignment with business objectives, driving measurable results. Worked closely with Trends & Insights practice on multiple FEI/brand development projects, taking consumer research and insights and using it in the creation of Inspirational Design Targets, curation and articulation of design principles and the creation of prototype packaging. Additionally acted as group leader during client work sessions to help in the development of the psychographic archetypes used in the creation of Inspirational Design Targets. Worked with Word of Mouth Marketing practice in the development of social/experiential applications and community management. Designing and producing digital and printed elements used across the multiple touchpoints of experiential applications, from the branding of the campaign, the design and packaging of influencer kits and everything in-between, each element was thoughtfully crafted to act as part of the bigger story. Development and implementation of social brand guides used in the creation of social media assets and community management. Design and development of adaptive creative used to serve dynamic, geo-targetted content to consumers. Designed and screen-printed posters for multiple national and local bands.

Empower Media Marketing • March 2008 – January 2012

Art Director

Lead Flash animator and developer, responsible for the design and development of digital executions ranging from rich media to fully branded games. Developed and maintained close relationship with PointRoll, gaining expertise in the use of their internal processes and API, creating efficiencies in the production process. Regularly worked in support of the business development team in the creation of concepts used in the pursuit process. Effectively lead and managed multiple projects simultaneously working in collaboration with other teams as well as independently to create rich, well-thought out digital solutions.

Big Fat Brain Creative • Covington, Kentucky - July 2007 – February 2008

Senior Interactive Designer/Developer

Responsible for the conceptualization and creation of interactive websites and supporting media, utilizing Adobe Flash, Actionscript, XML, CSS, HTML and Javascript.

Convergys Learning Solutions • Cincinnati, Ohio - February 2002 – July 2007

Senior New Media Designer

Lead designer and creative director on a variety of interactive eLearning projects. Translated design from Adobe Photoshop into Flash and wrote the actionscript required to link them up to the custom backend created by the development team. Additionally acted as co-op supervisor, responsible for the screening, interviewing and mentoring co-ops.

EDUCATION

The Art Institute of Cincinnati • Cincinnati, Ohio - September 1997 - July 1999

Associates degree in Applied Science, Graphic Design/Computer Science Program