

Timothy Engel

Art Direction, Design & Illustration

www.timengel.com : mail@timengel.com : 513.290.2114

PROFILE

Multi-disciplined Art Director with over 22 years of experience spanning a range of mediums. Driven by the challenge of working with a client and team to craft a solution that exceeds their expectations. Level-headed, detail-oriented, solutions-based approach even during the tightest of deadlines. Extensive experience providing storyboard assets and illustrative elements throughout the project from conception through execution. Passionate about the creative process of crafting something new or re-imagining something old.

PROFESSIONAL EXPERIENCE

Tim Engel Creative • Cincinnati, Ohio - July 2015 – Present | Owner/Creative Director

Since July 2015 Tim Engel Creative has been providing strategy, design, and illustration services to clients both as an independent contractor and an agency freelancer. Services include Print and Digital Design, Illustration/Story Board Layout, UX/UI, Front End Design, Digital Strategy, Branding, Brand Development, and Presentation Design.

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

Powerhouse Factories • January 2012 – July 2015 | Art Director

- Proven record of success as Art Director at Powerhouse Factories.
- Lead in the creation of visual communication and marketing strategies 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, the curation, and articulation of design principles, and the creation of prototype packaging.
- Acted as a 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 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-targeted content to consumers.
- Designed and screen-printed posters for multiple national and local bands.
- Worked with and mentored junior designers and interns

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 a 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.
- Worked with and mentored junior designers and interns

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.
- Co-op supervisor, responsible for 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 Graphics Program

SOFTWARE AND TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft Office
- Sketch
- Figma
- Miro
- inVision
- Procreate
- ClipStudio Pro
- Keynote
- Prezi

COMMUNITY INVOLVEMENT

Youth sports coach (basketball, soccer, and, softball)
Active in school PTA

