

TIM ZUELLIG

Integrated and Digital Art/Creative Director

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SUMMARY

Digital and Integrated Art/Creative Director with in-depth agency (B2C) and corporate (B2B) experience; hands-on creative management/direction style, leading teams of 1 to 20; years of client-facing pitching and selling concepts, then guiding/managing client expectations; nationally recognized innovative leader in integrated, interactive media design and implementation; award-winning UX creation.

OBJECTIVE

Obtain a permanent position – or a long-term contract assignment – as a **Creative/Art Director for Integrated & Digital Media**, with a company that values creative passion, imaginative intelligence, technical prowess, and innovative storytelling as paramount to their business and their clients’ businesses.

EXPERIENCE

- ✓ Innovative creative leader with expertise in responsive websites, UX, UI, and in user-focused, data-driven design experiences
- ✓ Established team leader, Creative Director, mentor, and team “inspirer”
- ✓ Leads integrated initiatives working with teams of email marketing, UX, IA, IT, creative teams, and management
- ✓ Award-winning graphic designer, with 20 years experience with print, interactive media, digital video, and website development for clients including Redbox, Allscripts, Ford, Motorola, Evian, Dannon, IBM, Ameritrade, and countless companies and organizations
- ✓ 16 years experience as the “hands-on” Owner + Creative Director of a digital media design company
- ✓ Client-facing presenting and pitching experience to both internal and external clients and audiences
- ✓ Ability to create budgets, guide creative staff through the entire creative development process, and work as the point person that communicates to the client, the account staff, and the production team
- ✓ Proven expertise and innovative leader in design, creative branding across all deliverable media outlets & formats
- ✓ Successfully lead design and implementation of social networking/marketing programs, Internet advertising & marketing, and online learning & education programs

PROVEN RESULTS: Partial Client List & Successes

AD = Art Direction **CD** = Creative Direction

WOLTERS KLUWER/CCH	CD : Integrated Web/Print-creative management/design
REDBOX	AD : Integrated Web/Print-design
ALLSCRIPTS	AD : Web+UI+UX – Website design
FURST PERSON	UX/UI : Interactive – UI/UX/Heuristic analysis
DANNON BOTTLED WATER	CD : Interactive – design/programming
EVIAN	CD : Interactive – design/programming
MOTOROLA	CD : Interactive – design/programming
IBM	AD : Online audio playback interface design/programming
ACCENTURE (FORMERLY ANDERSEN CONSULTING)	CD : CD-ROM multimedia presentation – design/programming
FORD MOTOR VEHICLES, J WALTER THOMPSON DETROIT	AD : Flash banner ads – design/programming
BUD LITE SUPER BOWL ADS, DDB NEEDHAM	AD : Flash banner ads – design
ALL MAJOR AUTOMOBILE MANUFACTURERS	CD : Flash interactive banner ads – design/programming
OGILVY & MATHER: AMERITRADE	CD : Flash banner ads – design/programming
NORTEL NETWORKS	CD : Motion gfx/video – design/animation/video editing
BENTLEY SYSTEMS	CD : Motion gfx/video – design/animation/video editing
IPIX (WWW.IPIX.COM)	CD : Identity/print/website – design/programming

TORNADOVAC (WWW.TORNADOVAC.COM)	CD: Website – design
EQUITY OFFICE PROPERTIES	AD: Interactive Annual Report – design/programming
DYNEGY (WWW.DYNEGY.COM)	CD: Website concepts – design/concepting
METROMAIL/EXPERIAN (WWW.EXPERIAN.COM)	CD: Website – design/programming

WORK EXPERIENCE

Internet Design Group Manager (Contract), 04/2013 – 10/2013

Wolters Kluwer/CCH

Riverwoods, IL

Services/Work Completed: Creative team management, website design, integrated design of email, social media, landing pages, microsites, and print material; initiated responsive design for email campaigns, increasing response rates and ultimately ROI; UI/UX design; CMS recommendations for large-scale site deployments

Interactive Art Director, 05/2012 – present

Redbox, Allscripts, Chicago Tribune, APICS, BOOM! Advertising

Chicago, IL area

Services/Work Completed: Creative team management, website design, mobile/tablet app design, print design, UI/UX design, email design, development of the above mentioned interactive work.

Creative Director, 4/2008 – 5/2009

Reformers Unanimous

Rockford, IL (headquarters)

Services/Work Completed: Websites, motion graphics, interactive, print, identity campaigns, Internet-related marketing and advertising materials, brochures, catalogs, DVD.

Principal + Creative Director, 3/1996 – present

No Ink, Inc.

Chicago, IL, and Everywhere

Services/Work Completed: Websites, motion graphics, interactive, print, identity campaigns, Internet-related marketing and advertising materials, CD-ROM design and programming, DVD design and programming

Creative Director, 03/1994 – 02/1996

Ahrens Interactive Studio

Chicago, IL

Services/Work Completed: Creative/Art direction, CD-ROMs, interactive laptop multimedia design and programming, early website design and programming, print collateral

Graphic Designer, 7/1992 – 03/1994

Bukur Design Group

Chicago, IL

Services/Work Completed: Senior graphic designer for all print design

EDUCATION

Michigan Technological University, Houghton, MI
M.S. Rhetoric and Technical Communication, 1991

Michigan Technological University, Houghton, MI
B.S. Biological Sciences and
Teaching Certification for Secondary Education, 1998

PROFESSIONAL REFERENCES

BEN GALLOWAY, PARTNER

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