

TIM ZUELLIG

Integrated and Digital Art/Creative Director

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Objective(s)

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.

Digital and Integrated Art/Creative Director with in-depth agency (B-to-C) and corporate (B-to-B) experience; hands-on 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.

ASSETS & EXPERIENCE

- ✓ Innovative creative leader with expertise in *responsive websites, UXs, UIs, 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

Creative Management

- ✓ Excellent customer service skills and ability to grasp extensive knowledge of products and/or services, while working with a variety of staff hierarchy, from CEOs to entry-level salespeople
- ✓ Ability to understand a client's unique culture and goals, and transform those often difficult-to-understand concepts into designs and collateral that the public will comprehend easily
- ✓ Ability to read, analyze and interpret verbal and written requests and directions
- ✓ Ability to present myself in a highly cooperative and professional manner when meeting face-to-face (with internal + external customers and vendors)
- ✓ Mastery of *all* digital design software (i.e., CS6, Dreamweaver, Illustrator, Adobe Photoshop, InDesign); Axure, Balsamiq Mockups, and other web visualization applications; Office productivity software; as well as video & animation applications (FinalCut Pro, Flash, AfterEffects, and Motion, to name a very few)
- ✓ Ability to assess project scope, perform root cause analysis, and provide solutions
- ✓ Ability to manage client expectations and develop processes that contribute to enhanced project efficiency

PROVEN RESULTS: Career Highlights & Successes (most recent first)

Client: CCH/WOLTERS KLUWER

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

Client: REDBOX

Designed a game that was “played” on Facebook. Created all graphics, concept, and directed the development team during final implementation. All UX/UI design.

Client: ALLSCRIPTS

Art Director for new Allscripts.com responsive website. Created layouts for all size breakdowns, including desktop, mobile, and tablet. Communicated with IT and with Creative and Company Management to implement the architecture design.

Client: ACCENTURE

Art Director for creating new large-scale website deployment for one of the world’s largest hotel groups; also created a self-running, business-card CD-ROM that introduced the world to the rebranding of Accenture.

Client: EVIAN BOTTLED WATER AND DANNON BOTTLED WATER

Successful launch of Dannon Bottled Water was aided in part by multimedia laptop presentations shown to investors and distributors. Evian modular laptop presentation helped Evian succeed in its goal of being served in restaurants instead of tap water.

Client: MOTOROLA

Designed the interface for the Motorola Multimedia Group web site, which showcased the possibilities of broadband Internet using Motorola’s cable modem, the SURFboard™. *Created fully customizable interactive laptop presentation that showcased the possibilities of going online using cable modem technology.*

Client: IBM

This was one of the first web sites to utilize streaming audio, and was designed and programmed to demonstrate the power of IBM’s new server technology, the Tsunami™.

Client: FORD MOTOR VEHICLES, J WALTER THOMPSON DETROIT

Art directed/concepted design and interactive functionality for dozens of different Flash-based banner ads for Ford Motor Vehicles.

Client: BUD LITE SUPERBOWL ADS, DDB NEEDHAM

Bud Lite (seasonal): Consulted with DDB Needham for the creation of the popular “Bud Bowl” website, which was a game played on line in conjunction with the Bud Bowl advertising that took place on Super Bowl Sunday.

Client: MAJOR AUTOMOBILE MANUFACTURERS

Designed and programmed many rich-media, online interactive Flash banner ads for auto industry giants such as *General Motors, Toyota, Honda, Cadillac, Lincoln, Ford, Mercury*, and *Hummer*, among others.

Client: OGILVY & MATHER: AMERITRADE

Developed Flash banner advertisements for Ameritrade, which established Ameritrade as an early leader in the world of online trading.

Client: NORTEL NETWORKS

Created award-winning tradeshow video for Nortel Networks: “What Do You Want the Internet to Be?”

Client: BENTLEY SYSTEMS

Developed complex video backdrops for the Bentley Systems Worldwide Users Conference, which won silver Telly Awards two years in a row.

Client: IPIX (WWW.IPIX.COM)

Developed branding for the IPIX corporate name and logo; designed and developed web site.

Client: TORNADOVAC (WWW.TORNADOVAC.COM)

Developed initial site architecture and interface design for Tornadovac web site.

Client: EQUITY OFFICE PROPERTIES

Created an on-line, Flash-driven annual report (unheard of at the time), which utilized video, audio, and animation to present the information.

RELEVANT EMPLOYMENT: Past Work Experience (most recent on top)

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.

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

graduated: 5/1991
from: Michigan Technological University
in: Houghton, MI
degree: M.S. Rhetoric and Technical Communication

Michigan Tech had a Master's program in Rhetoric and Technical Communication, which was a unique program focusing on the complex interactions among rhetoric and communication within their social and cultural contexts. My focus was examining technology, communication, and representation in contemporary societies. I finished the coursework portion of the program after 1-1/2 years, and then moved to Chicago to work while I finished my thesis. The thesis was finished in March of 1991, and I completed my oral thesis defense in early May of 1991.

graduated: 5/1988
from: Michigan Technological University
in: Houghton, MI
degree(s): B.S. Biological Sciences, and Secondary Education Teaching Certification

B.S. in Biology with an emphasis in microbiology; and one in teaching, receiving a secondary education teaching certificate.

PROFESSIONAL REFERENCES

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