

TIMOTHY.

DESIGN AND COMMUNICATION SPECIALIST

Design should be the output of deep thinking in human behavior.

Advertising • Branding • Strategy • User Experience

Healthcare • QSR • Sports Marketing • Finance • Retail

[View Portfolio](#)

EDUCATION

BACHELOR OF FINE ARTS – GRAPHIC DESIGN CONCENTRATION

College for Creative Studies – Detroit, Michigan

PHILOSOPHY

Put people at the center of the work.

Bring voices to the room from all levels.

Be simple.

Have a point of view, but don't bring the room down.

Give grace.

EXPERIENCE

SENIOR GRAPHIC DESIGNER • ROCKET MORTGAGE – 2020 - 2024

Led the design and implementation of 75% of the national campaigns for Rocket Mortgage. Led the design, strategy, and animation of Rocket Homes social and helped sell the overall content strategy and direction to the president. Mentored designers and writers in a collaborative process, resulting in noticeable improvements in roles that led to promotions. Helped shift the animation process for display marketing on the Marketing Team while teaching best practices in HTML5 versus rich media placements. Connected the design team to the media agency, leading to efficiencies in Ads Creative Studio workflow in digital marketing. Led the design of an Ad Age award winning Super Bowl campaign. Led the design of two Rocket Mortgage Classic Tournaments. Led the design of two Super Bowl Squares campaigns. Pitched and sold in multiple national campaigns that included studio editing, sound design and leading the design and implementation of digital and social creative. Worked with external partners, ensuring brand adherence and directing animation and design. Led multiple Telly and Muse winning social campaigns. Nominated for a Rock Honors award for Best Performance in a Marketing Role. Rated Exceeds Expectations in every mid-year and end-of-year review.



2023 Gold Muse
Inflation Buster TV



2023 Silver Telly
General Influencer
& Celebrity



2021 Silver Telly
Social Impact —
Social Video



2020 Silver Telly
Sports & Leisure —
Social Video

ASSOCIATE CREATIVE DIRECTOR • DANIEL BRIAN ADVERTISING – 2013 - 2020

Started my advertising journey doing animated display, UI/UX, email design, coding, and advertising design. Became a go-to designer and quickly worked up to Associate Creative Director.

Reviewed and upheld design, advertising, and media standards across half of the agency's clients. Developed regional campaigns from concept to execution. Directed creative through collaboration in design, copy, and editing. Reviewed the design and copy of campaign and production work for half of the agency. Helped create an environment of growth in design and leadership. Mentored designers and writers, leading to promotions. Set design and art direction for TV and streaming videos. Developed new business campaigns and helped pitch RFP work, leading to multiple client wins. Part of Hungry Howie's team that developed campaigns, continuing their year over year ROI. Helped launch digital blitz advertising for Hungry Howie's on web, display, and social, raising sales and ROI. Helped develop the look, feel, and design strategy for Henry Ford's Game On Cancer launch, leading to an Emmy Award in TV and \$15 million for cancer donations. Helped build an internal marketing site for Chick-Fil-A, connecting their franchisees to in-store event marketing. Developed multiple websites and apps from wire framing to launch. Led multiple brand refreshes while developing campaigns as an ACD and Lead Designer. Co-developed Flagstar Banks brand position, mission, values, and BHAG, while collaborating to connect their products to client journeys down the marketing funnel. Launched Flagstar Banks updated positioning with a brand refresh and campaign, leading to a 23% growth in brand awareness. Helped develop the process of HTML5 banner animation transitioning from Flash. Part of the team that launched rich media advertising for clients. Won their "Top Banana" award.

Clients: Biggby Coffee, Chick-Fil-A, Cincinnati Children's Hospital, Citizens Bank, ComForCare, Consumers Energy, Fathead, Flagstar Bank, Guild and Grace, Henry Ford Health System, Hungry Howie's Pizza, Michigan Medicine, National Coney Island, Northeastern University, Office of Highway Safety Planning, Pacific Dental, St. Vincent Hospital, Trilogy, UI Health, Valley Children's Hospital, Valley Health Plan, WAWA, Woodforest Bank, UI Health.

Other Roles:

- Senior Design Studio Manager
- Senior Art Director
- Interactive Graphic Designer
- Jr. Interactive Designer
- Jr. Graphic Designer
- Digital Design Intern
- Graphic Design Intern

INTERACTIVE DESIGN INTERN • MUNDER CAPITAL MANAGEMENT – 2013

Developed interactive data in Adobe Flash and implemented it on their website. Executed print and digital design material. Resigned to follow my passion for advertising.

CONTRACT INTERACTIVE DESIGNER • GROUP 55 MARKETING – 2012 - 2013

Designed and animated flash banners with clickTag implementation.