

tim koontz

ART DIRECTOR | BRAND BUILDER | MOTION DESIGNER

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✉ timkoontzdesigns@gmail.com

I'm an innovative, conceptual, strategic thinker with 15 years of experience creating impactful 360 marketing campaigns, award winning rebrands, guideline development, digital, print, web, video promos, motion graphics, social media, email, brochures, package design, presentations, photo shoots, and large-format signage across multiple industries.



EDUCATION

Bachelor of Arts in Graphic Design

University of Louisiana
at Lafayette

SKILLS

Photoshop
Illustrator
InDesign
After Effects
Figma
WordPress
Adobe Express
Adobe Firefly
Microsoft Office Suite
Keynote
ProCreate

AWARDS

ASAE 2023
Gold Circle Award
Gold Winner - Rebranding
Water Professionals
International (WPI)

The 2022 Telly Awards
Bronze Winner - Video
Water Professionals
International (WPI)

EXPERIENCE

PAIR, LLC.

FREELANCE ART DIRECTOR | Jul 2024 - Present

- Conceptualize and execute brand-aligned visual strategies for annual conference events supporting major associations
- Create marketing campaigns for consumer packaged goods, integrating social media graphics, motion graphics, and point-of-purchase displays
- Develop comprehensive brand identity systems, including creation of brand guidelines, typography, color, and photography standards
- Create storyboards to conceptualize and produce video promotions and motion graphics

DAVID JAMES GROUP

ART DIRECTOR / SENIOR ART DIRECTOR | Jan 2020 - July 2024

- Conceptualized and executed campaigns for annual conference events supporting major associations, delivering assets such as websites, trade show signage, video, social graphics, print and digital ads, and brochures
- Developed award winning rebrand identity systems, including creation of brand guidelines, typography, color, and photography standards
- Streamlined and reorganized team procedures and workflows, improving efficiency across the creative team
- Created storyboards to conceptualize and produce promotional videos and motion graphics

MOSAIC NORTH AMERICA

ART DIRECTOR | Jan 2018 - Jan 2020

- Developed big idea/conceptual shopper marketing campaigns for Starbucks, including in-store displays, digital ads, and website assets
- Led art direction for photo shoots from pre-production planning to on-set execution and post-production retouching
- Collaborated in team gatherings and working sessions, crafted presentations for pitch decks, and mentored junior art directors—ensuring brand consistency and fostering growth opportunities

EXPERTISE

Campaign Ideation
Branding/Rebranding
Guideline Development
Storyboarding
Video Production
Motion Graphics
Team Leadership
Concept to Launch
Illustration
Page Layout
Presentations
Project Management
Email Marketing
Event Marketing
Shopper Marketing
Large Format Signage
Cross-team Collaboration

EXPERIENCED (CONTINUED)

● BRIAN HALL DESIGN GROUP

SENIOR DESIGNER | May 2014 - Jan 2018

- Conceptualize, design and maintain consistent and effective packaging, branding, and WordPress design concepts for various clients such as Otis Spunkmeyer, La Brea Bakery, Dolce Vita Retirement Community
- Make effective design and strategic decisions with quick, timely problem-solving skills, utilizing thought-leadership, team leadership, and client-relationship building
- Manage print production process including specifications, quality control, proofing, while maintaining print vendor relationships

● LISKA + ASSOCIATES, BRANDING AND DESIGN

GRAPHIC DESIGNER | Sept 2013 - May 2014

- Built fully custom responsive WordPress websites with advanced functionality while managing site hosting, site migration, database set-up, and client WordPress training with technical support
- Created brand identities for an array of clients, including Charmant Hotel, Chez Event Space, and Petitpren Inc.

● UCHICAGO CREATIVE, UNIVERSITY OF CHICAGO

JUNIOR DESIGNER / GRAPHIC DESIGNER | Aug 2010 - Sept 2013

- Conceived and executed effective marketing-communications solutions to best meet the client needs and promote University brand initiatives
- Managed client relations by pitching creative concepts, overseeing budgets and schedules, coordinating with vendors, and ensuring client satisfaction throughout the process
- Partnered with clients, senior stakeholders, writers, video producers, and web programmers to develop a wide range of communications materials including brand identities, campaigns, print and online communications

● BRIAN HALL DESIGN GROUP

GRAPHIC DESIGN INTERN | July 2009 - April 2010

- Worked as graphic designer and supplied production support on both print and web design projects
- Worked as lead designer on graphics for philanthropic start-up. Designs included logo, print collateral and a website for newly formed Ovarian Cancer charity
- Worked independently designing branded Hyatt print and display graphics

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