

tim koontz

Brand Builder | Creative Problem Solver | Visual Storyteller

225.241.5700

timkoontz.com

timkoontzdesigns@gmail.com

I am a hybrid creative with 15 years of experience in brand storytelling and integrated campaigns. I bring a passion for crafting impactful visuals that resonate across clients such as Starbucks, the University of Chicago, several major associations, and more. My superpower lies in simplifying complex information to create engaging creative solutions through strategy, concept development, design, and production. I enjoy working across all platforms, including digital, web, print, video, and experiential.

Education

**University of Louisiana
at Lafayette** - 2007

Bachelor of Arts
in Graphic Design

Professional References

Cheryl Peaslee
Associate Creative Director
David James Group
cpeaslee@davidjamesgroup.com
630.803.8280

Liz Gazal
Creative Director
Mosaic North America
412.337.6635
liz.gazal@mosaic.com

Brian Hall
Founder & Creative Director
Brian Hall Design Group
brian@bhdgchicago.com
312.576.3512

Grant Schexnider
Creative Director
UChicago Creative,
The University of Chicago
grantschexnider@gmail.com
504.400.8973

EXPERIENCE

● PAIR DESIGN CHICAGO, LLC.

FREELANCE SENIOR ART DIRECTOR | July 2024 - Present

- Conceptualize and execute 360 campaigns for annual conference events supporting major associations across channels including print, web, and social
- Create marketing campaigns for consumer packaged goods, integrating social media graphics, motion graphics, and point-of-purchase displays
- Develop comprehensive brand identity systems, including the creation of brand guidelines, typography, color, and photography standards
- Craft detailed storyboards to guide the conceptualization and production of promotional videos and motion graphics

● DAVID JAMES GROUP

SENIOR ART DIRECTOR | January 2024 - July 2024

ART DIRECTOR | January 2020 - January 2024

- Conceptualized, and art-directed campaigns for annual conference events supporting major associations across channels such as web, print, digital, social, video, email, and on-site trade show signage
- Developed award winning rebrand identity systems, including the creation of brand guidelines, typography, color, and photography standards
- Mentored junior designers, fostering their growth, while reorganizing team procedures and workflows, resulting in improved efficiency across the agency
- Created comprehensive storyboards to guide the conceptualization and production of promotional videos and motion graphics

● MOSAIC NORTH AMERICA

ART DIRECTOR | January 2018 - January 2020

- Developed big idea/conceptual shopper marketing campaigns for Starbucks, Seattle's Best Coffee, and Lindt Chocolates, 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
- Led, mentored, and inspired junior designers, ensuring brand consistency, fostering collaboration, growth, and a culture of innovation

Awards

ASAE 2023

Gold Circle Award

Gold Winner - Rebranding

Water Professionals
International (WPI)

The 2022 Telly Awards

Bronze Winner - Video

Water Professionals
International (WPI)

Software Skills

Photoshop
Illustrator
InDesign
After Effects
Figma
WordPress
Adobe Firefly
Premiere Pro
Keynote

Professional Skills

Event Marketing
Shopper Marketing
Campaign Ideation
Design Leadership
Branding/Rebranding
Guideline Development
Motion Graphics
Web Design
Package Design
Photo Shoot Art Direction
Page Layout
Email Marketing
Large Format Printing

EXPERIENCED (CONTINUED)

● BRIAN HALL DESIGN GROUP

SENIOR DESIGNER | May 2014 - January 2018

- Conceptualized, designed and maintained consistent and effective packaging, branding, and WordPress design concepts for various CPG clients such as Otis Spunkmeyer, La Brea Bakery, and Aryzta Bakery
- Made effective designs and strategic decisions with quick, timely problem-solving skills, utilizing thought-leadership, team leadership, and client-relationship building
- Managed print production process including specifications, quality control, proofing, while maintaining print vendor relationships

● LISKA + ASSOCIATES, BRANDING AND DESIGN

GRAPHIC DESIGNER | October 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

GRAPHIC DESIGNER | February 2012 - September 2013

JUNIOR DESIGNER | August 2010 - February 2012

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

● 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

timkoontzdesigns@gmail.com
timkoontz.com
225.241.5700

tim koontz