

TIMOTHY SCHOLL

CREATIVE DESIGN STRATEGY & VISUAL ART

WORK EXPERIENCE

EDUCATION AND PROFESSIONAL DEVELOPMENT

MassArt, BFA 2005

Siggraph Boston 2006

How Design Conference 2014

Lesley University, Audited Courses 2015

Presenting Data and Information,
Seminar by Edward Tufte 2015

AWARDS

**University Professional and
Continuing Education Association**

UPCEA - Gold Award

Guitar Degree Launch Campaign

UPCEA - Silver Awards

Remarketing Ads, Bi-Fold Brochure

**Council for Advancement
and Support of Education**

CASE - Silver Awards

Acceptance Packet, Brand Guidelines

SKILLS

Advertising / Animation (2D/3D)

Art Direction / Audio Editing

Branding / Compositing

Creative Direction / Copy

Email / Graphic Design

Google Analytics, Adwords, & Adsense

Information Architecture / Logo Design

Marketing / Motion Graphics

Photo Editing / Photography

Project Management / Storyboarding

Typography / Video Editing

Videography / Video Post Production

Visual Identity / Web Design

CONTACT ME

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Senior Designer, Berklee Online Dec 2015–Present

Collaboration with team to drive creation of Berklee Online's blog, Take Note, opening up opportunities for content marketing, soft-lead capture, further online engagement and discovery of brand.

Creative direction for Open House campaign with focus on advisors and their connection to music, creating a cohesive experience across touch-points.

Award-winning work on remarketing campaign, using protobrand research for new messaging and design to drive results.

Application of Berklee brand guidelines to update all projects to ensure consistency.

Collaboration with Admissions, UX, Tech and other team members to deliver best student experience.

Design and Production Manager, Lesley University Jan 2011–Nov 2015

Engaged with branding agency to create and refine the new brand. Concepted marketing campaigns, brainstorming and collaborating with copywriters, designers, photographer and university staff.

Mentored and trained junior creatives, providing art direction and guidance.

Produced 100+ print projects a year via a \$500K print marketing budget.

Increased applications to our schools by 27% by developing new admissions materials in conjunction with a revised marketing strategy.

Created a wide variety of original high-quality work including digital, social, environmental, publications, direct mail, emails, wayfinding, variable data, motion design, infographics, and more.

Creative Team Lead, Lesley University Sep 2012–Feb 2013

Directed video, photo, and print projects produced across the university, guiding the community through brand stewardship.

Lead creative team in development of marketing materials from conception through production.

Prioritized projects through a deadline-driven workflow by staff delegation and negotiation with marketing leadership.

Served as contact for invoicing review, USPS standards, and direct mail best practices.

Analyzed current/prior design efforts for senior leadership. Conducted research of software solutions to inefficiencies, implementing changes to asset and project management systems.

Reviewed current print partnerships with finance dept. and identified cost savings to the institution.

Managed university stationery system, ensuring all constituents access to stationery items with a consistent visual identity.

Designer & Digital Print Manager, ADI Print Solutions, Inc. Apr 2003–Jan 2011

Complete management and scheduling of \$1.75 million print company's digital arm, including all design, pre-press, print production, finishing, fulfillment, mailing, shipping and delivery.

Created design schemes for corporate print collateral, including brochures, logotypes, business cards, presentations, large scale displays and other promotional materials.

Managed quoting and procurement with vendors, including inventory and outsourcing. Created and delivered daily job status report to management, sales and production teams and coordinated company payroll. Provided excellent client service, including consultation and estimation.

Designed and executed projects in accordance with client vision and branding.