

TIMOTHY SCHOLL

CREATIVE DESIGN STRATEGY & EXECUTION

EDUCATION

Massachusetts College of Art

Bachelor's of Fine Art (BFA)
Animation/Design

AWARDS

University Professional and Continuing Education Association Gold Award

Guitar Degree Launch Campaign

Silver Awards

Remarketing Ads, Bi-Fold Brochure

Council for Advancement and Support of Education

Silver Awards

Acceptance Packet, Brand Guidelines

SKILLS

Advertising / Analytics
Animation (2D/3D) / Art Direction
Audio Editing / Branding
Creative Direction / Copy / CSS
Data Visualization / Design Thinking
Design Systems / Email
Graphic Design / HTML / Illustration
Information Architecture
Interaction Design / Marketing
Market Research / Mentoring
Motion Graphics / Photography
Project Management / Prototyping
Storyboarding / Typography
UX / UI / User Testing
Videography / Video Post Production
Visual Identity / Web Development
Wireframing

CONTACT ME

29 Milton Avenue
Dorchester Center, MA 02124
781.413.7769
timothy.scholl@gmail.com
timothyscholl.com

WORK EXPERIENCE

Senior Designer, *Berklee Online* 2015–PRESENT

Complete redesign of online.berklee.edu as part of design/engineering team through design sprints, UX/UI design, prototyping, and review of front end development

Launched a new custom built learning management system (LMS) product as part of design/engineering team including ongoing UX/UI design, interaction design, prototyping and design reviews

Testing, analysis and reporting on website, LMS product, and marketing using a/b testing, heatmaps, UX platforms, Google Analytics and Google Consumer Surveys to improve user experience, inform business priorities and improve decision making

Lead the team in the development and branding of content marketing platform *TakeNote*, opening up opportunities for soft-lead capture, further online engagement and brand awareness. UI/UX design and development of the Wordpress CMS including Marketo real-time personalization and predictive content

Implemented enhanced ecommerce, open graph, schema.org, and dynamic remarketing with development team

Creative Lead / Design & Production Manager, *Lesley University* 2011–2015

Created and refined a new brand in partnership with agency and marketing team, and trained university staff on the new visual identity

Concepted print and digital marketing campaigns in collaboration with marketers, writers, designers, photographers and university staff

Mentored and trained junior creatives, providing art direction and guidance

Increased applications by 27% by developing new admissions materials

Lead Designer & Digital Print Manager, *ADI Print Solutions, Inc.* 2003–2011

Production management of \$1.75 million print company's digital arm, including inventory, outsource vendors, design, pre-press, print production, finishing, fulfillment, direct mail, shipping and delivery

Launched the new master's degree campaign using brand research to inform creative strategy, leading to the creation of new creative assets such as faculty portraits and animated videos

Produced and art directed multiple photo shoots, on-location and in studio

Designed marketing automation emails, templates and landing pages as well as partner email blasts

Provided new branding for apps, events, school initiatives, and marketing promotions

Concepted and produced various campaigns across media (display, print, social, email, PR) garnering an UPCEA award for remarketing

Created data-driven course catalog, downloadable content and additional lead acquisition tools

Supported the enterprise through the design and production of materials for in-person events, fulfillment, presentations and more, in addition to serving as brand steward and design resource for the entire online school

Lead creative team during management transition, directing video, photo, and design projects serving the university community

Applied design thinking practices to produce a new more efficient project management workflow for the marketing team

Created and managed Web2Print system for university staff to order custom print runs and stationery items.

Created print marketing and branding for a variety of clients across industries, including healthcare, construction, retail, non-profit, higher education, biotech, science, government, and more