



Tim Theall
timtheall.com
timtheall@gmail.com

SKILLS Web/Print Design and Production, Packaging, Illustration, Trade Show Design, Photo Direction, Project Management, Adobe Creative Suite, Esko PackEdge, Microsoft Office, Basecamp, Agility, TimeFox

WORK PureRed, Digital Designer 05/2014–01/2017
Clients include Sears, Kmart, Safeway, Dollar General, Balducci's, Kings Food Market, Duane Reed

- Seasonal brand design, illustration and animation
- Weekly advertising and website updates

Hansgrohe North America, Graphic Designer 10/2008–10/2012

- Created online and printed sales tools, key collateral, packaging, POS and environmental design

Porch Light Studio, Sr. Art Director 05/2004–10/2008
Clients include The Home Depot, Georgia-Pacific, Coca-Cola, Union Rich USA

- Collateral, packaging, POP, advertising and trade show presence for existing and new home-improvement products
- Product design and production of soft home storage, involving textile manufacturers

Display and Design Ideas Magazine 05/2003–05/2004

- Monthly magazine layout, rebranded company as DDI, including collateral and trade show presence

CONTRACT WORK Atlanta Based Prepress, Design Agencies and Marketing Departments
Contract Designer 06/1997–12/2020

Old Castle APG

- Site One catalog redesign and production, including image manipulation

Delta Cargo

- All internal and external marketing and advertising materials and trade show design

Southern Graphic Systems

- Prepress production for flexographic and corrugated packaging

R.R. Donnelly

- In-store signage for The Home Depot

HD Construction Supply/Whitecap

- Catalog and specialty publication creation, signage, product photography

GO! Productions
Clients include Coca-Cola, Intercontinental Hotels Group, Porche Cars Mercedes-Benz USA, Tyson Foods

- Architectural renderings, large scale graphics and storyboards for event-based marketing and permanent installations

Nike

- Developed sales brochures and production manuals for Nike Team Sports, photo manipulation

Xerox

- Isometric technical illustration for use in manuals, sales materials and packaging
- Assisted copy writing of production instructions and manuals

The Home Depot

- Worked with manufacturers and vendors to produce weekly, monthly and annual marketing tools servicing store departments, EXPO retail centers and The Home Depot Floor Store
- Redesigned store signage and iconography
- Directed branding, POP, merchandising of The Home Depot Floor Store

Ketchum Creative Works

- Public relations support for tech and restaurant clients (Distinguished Technical Communications Award, The Society for Technical Communication, 2001)

Children's Healthcare of Atlanta

- Designed and produced conference brochures and collateral for the newly branded CHOA
- Developed signage and collateral for multiple hospital departments

Miller/Zell
Clients include Suntrust Banks, BMW, Ford, Exxon/Mobile, H&R Block

- Collaborated with architects and 3d designers in development of interior retail environments
- Illustration, renderings and layout of sales presentations

EDUCATION University of Georgia - Athens, Georgia
B.F.A. Graphic Design, Cum Laude, 1997