



Tim Theall
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SKILLS Web/Print Design and Production, Packaging, Illustration, Photo Direction, Project Management, Adobe Creative Suite, Microsoft Office, Basecamp

WORK PureRed, Digital Designer 5/2014–01/2017

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

A Bright Center to the Universe, Owner 10/2012–Present

- Online store specializing in sourcing, promoting and fulfillment of vintage goods

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 5/2004–10/2008

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

Contract Professional 6/1997–5/2014

Whitecap Construction Supply

- Catalog and specialty publication creation, signage, product photography

GO! Productions

Clients include Coca-Cola, Intercontinental Hotels Group, Porche Cars Mercedes-Benz USA, Tyson

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

Display and Design Ideas Magazine

- Rebranded DDI, including collateral and trade show presence as well as monthly magazine layout

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

CKS Partners

Clients include: netb@nk, First Union Direct, MCI

- Collateral and magazine advertising, technical and editorial illustrations

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