

TIM GALLAGHER

GRAPHIC DESIGNER

timgallagherworks.com

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603-209-4533

Medford, MA

SKILLS

- » Digital & Print Layout Design
- » Typography
- » Creative Briefs
- » Directing Freelancers
- » Graphics & Illustration
- » Photography & Manipulation
- » Videography & Video Editing

SOFTWARE

- » InDesign
- » Photoshop
- » Illustrator
- » Premiere Pro
- » After Effects
- » Audition
- » MS Office

EXPERIENCE

Art Director | Eversound

Jan 2019 » May 2023

- » Conceptualize and execute creative concepts, providing clear rationale to drive decision-making at the senior level that differentiates the brand in the senior living industry and resonate with target audiences
- » Ideate and design imagery and motion graphics to suit specific audiences for social media, presentations, documents, and email campaigns
- » Develop brand guidelines, ensuring consistency across all touch-points and independent department projects
- » Script, storyboard, rig characters, source voiceovers, and animate short-form animations for company web platforms
- » Hire and lead full-time and part-time freelancers to augment team capabilities
- » Design, produce and ship signage, marketing/sales collateral and video to maximize conversation with key account relations during trade shows
- » Schedule, plan, capture and edit video and photo shoots with senior living communities, providing fast turnarounds from reviews

Key accomplishment

Launched a Hearing Health sub-brand style based on the unique need of a B2C brand style to supplement the standard B2B style I had already created.

Designer & Video Editor | New Chapter

Dec. 2011 » Dec 2018

- » Boost brand engagement by 25%+ on social media platforms
- » Pitch concepts for packaging, social media campaigns, store signage and web graphics to senior leadership, and complete post-production
- » Design and produce signage and collateral for international trade shows
- » Create storyboards and shot lists, record video and audio content, and manage photo and video archives for the department
- » Plan all aspects of shoots: location scouting and logistics, model recruitment, releases, scheduling, and equipment and prop collection
- » Create and implement brand guidelines for video content

EDUCATION

Endicott College

BFA | Visual Communications

Major | Graphic Design

GPA | 3.5/4.0