



Tim O'Connell

Art Director/Designer

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Portfolio **www.troconnell.com**

LinkedIn **in/troconnell**

Experience

- + **Facebook** / Creative Marketing Manager
Feb 2017 — Present
Creative Marketing Manager working on SMB platforms for Facebook, Instagram WhatsApp and Messenger.
- + **Facebook** / Contract Art Director
Oct 2015 — Feb 2017
Art Director working as part of Facebook's Guild, for Facebook Business on behalf of BrainRider, Inc. and eventually for the GBM/SMB team.
- + **RAPP** / Senior Art Director
Jul 2014 — Oct 2015
Lead Art Director for all digital/motion commercial campaign assets including: HP & HP Enterprise, Big Heart Pet Brands (Meow Mix/Milkbone), Charles Schwab, 23andme.com, and Virgin Media.
- + **Chemistry Club (Engine Company 1)** / Art Director
Jun 2013 — Jun 2014
Lead designer in charge of interactive art direction for clients including: LinkedIn, Firefox, The Monterey Bay Aquarium, and NBC Bay Area.
- + **Young+Hungry Creative Co-op** / Associate Creative Director
Dec 2011 — Jun 2013
Associate Creative Director for the Academy of Art Advertising Department Creative Co-op, under the supervision of Vince Engel (Wieden+Kennedy) & overseeing assets for AAU magazine, SF Travel, BMW of SF, etc.
- + **Esurance** / Interactive Developer & Designer
Jun 2006 — Jul 2010
Responsible for all interactive design and code development for Esurance marketing. Campaigns include: Paramount Pictures Star Trek & Warner Bros. Speed Racer.

Education

- + **MFA** / Advertising & Art Direction
Academy of Art University - May 2013
- + **BFA** / Industrial Design & Visual Communication
San Francisco State University - May 2006

Achievements

- 2015 **National Academy of Art University commercial**, *Great Firms*
- 2014 **Silver Addy (Regional & National) IRS** — A World Without Taxes
- 2013 **1st Place YoungGlory** Global Advertising Competition
- 2013 **C2-MTL 2013 Conference Presenter** Virgin United/Richard Branson
- 2013 **Best in Show + Gold AAU Spring Show** 9/12 Campaign
- 2013 **Gold YoungGlory - December** 9/12 Campaign
- 2013 **Gold YoungGlory - March** Taboo to Change
- 2013 **Gold Addy (Local) Silver Addy (Regional)** Audius
- 2013 **Gold Addy (Local) Silver Addy (Regional)** Peephole Magazine
- 2013 **Best of Show** Peephole Magazine
- 2012 **Top Websites of 2012 - Time Magazine** Learnist
- 2010 **Silver Addy** Tweet for Trees / Esurance Campaign
- 2009 **Gold Communicator Award** Kate Gets Animated / Esurance Campaign

Skills

Art Direction, Creative Direction, Adobe Creative Suite, MS Office, HTML5 & CSS3, Wordpress, Win/Mac OS, Nunchucks