



Tim O'Connell

Art Director/Designer

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Portfolio **www.troconnell.com**

LinkedIn **in/troconnell**

Experience

- + **Google** / Creative Lead - Global SMB
Mar 2019 — Present
Lead for Global SMB Marketing Creative Team — in charge of brand standards messaging & visuals across Google and Youtube platforms while providing training series covering creative process for marketers to develop best-in-class campaigns.
- + **Facebook** / Design Lead
Feb 2017 — Mar 2019
Design Lead / Art Director for the SMB creative team in charge of developing B2B campaign collateral 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.
- + **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, Google gSuite, Adobe Creative Suite, Sketch Figma, MS Office, HTML5 & CSS3, Wordpress, Win/Mac OS, Nunchucks.