



# TIMOTHY MORRIS

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## CREATIVE DIRECTOR / ART DIRECTOR

*Creative, passionate, and talented professional providing leadership in collaborating with senior executives and internal/external partners to develop marketing solutions. Effective in building and managing cohesive teams which consistently meet organizational objectives.*

- **Brand Management/Building** – Developed visual language and iconography that identifies and differentiates brands from the rest of the marketplace, effectively translating the brand’s core values and concept into imagery that tells each company’s unique story. Worked with account managers and planners to ensure that creative concepts and tactics were on brand and strategically sound. Designed logos and identity systems for major brands and organizations.
- **Advertising & Marketing** – Created advertising campaigns in both print and digital form, from concept ideation to final execution and production. Produced television commercials, directed and edited photo shoots, and worked with digital advertising media for over 10 years. Developed in-store signage and merchandising displays for nation wide retail chains and specialty stores. Crafted direct email marketing collateral for mailing lists. Created sales, marketing, and trade show videos.
- **Project Management** – Initiated and directed projects from concept through sign-off. Collaborated with teams, including copywriters, interaction designers, art directors, and tech leads; reviewed and critiqued projects to maintain consistent creative quality.
- **Organization Management** – Recruited, mentored, and led creative staff. Managed relationships between marketing team, vendors, and talent, including photographers, video directors, printers, manufacturers, set designers, stylists, casting directors, web designers and developers.
- **Graphic / Web Design** – Designed and developed more than 30 websites, including interactive flash sites, community based social media, and fully functioning e-commerce sites. Originated brand identity systems, designed and built look books, event posters, product packaging, and print layout for advertisements and marketing collateral

### Demonstrate broad-based strengths in:

Brand Building & Management	e-Commerce/Interactive	Organization & Vendor Management
Advertising & Marketing	Graphic Design/Web Design/Packaging	Budget Management
Project Management	Senior Level Presentations	Photo Shoots

## EXPERIENCE

### ICONIX BRAND GROUP / ROCAWEAR: New York, NY (Oct. 2003 – Jan. 2012)

*Founded boutique design firm acquired by Rocawear in 2003 which was subsequently acquired by Iconix in 2007*

**Art Director – Rocawear, Starter, Artful Dodger, Team Roc, Ed Hardy, The Sharper Image, Prince, Zoo York, Roc Nation, Armand De Brignac Champagne, Roc-A-Fella Records, Armadale Vodka, Dash Films, Pro-Keds, State Property, Rachel Roy**

Headed creative direction, design and marketing for men’s and all ROC brands, effectively working with senior executives, VP of Marketing, and Brand Managers to maintain, enhance, and establish a clear direction for each brand.

### Co-Founder, Owner, Designer, HUMAN BRAND LLC: Philadelphia, PA (Sept. 2000 – Oct. 2003)

**Clients – Rocawear, Warner Brothers Records, Ogilvy & Mather, BMW, HP, Delta Airlines, Glaxo Smith Kline, and Campbell’s**

Collaborated with clients on brand strategy, web design, product design, branded environmental design and retail store design.

### PEEC INC: Philadelphia, PA (May 1998 – Sept. 2000)

Interactive Designer – Produced interactive media with primary focus on the Pharmaceutical industry.

## HIGHLIGHTS/AWARDS

- Fragrance Foundation FIFI Award for Best Men’s Packaging Design, 2009
- Designed Jay-Z’s tour identity and tour collateral for massive “Heart of the City” tour with Mary J Blige
- Designed Official Cherry Coke Can 2007-2011
- Designed Official Brooklyn Nets Logo
- Designed Kanye West’s debut album, “The College Dropout”

## EDUCATION & PROFESSIONAL DEVELOPMENT

BA, Integrative Arts / Communications Minor, PENN STATE UNIVERSITY, State College, PA, 1999

**Adobe Photoshop, Illustrator, InDesign, Flash, After Effects, and Dreamweaver, Final Cut Pro, Autodesk Maya 3D, HTML, ActionScript, CSS, Digital Photography**