

## TIMOTHY FOLEY

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[www.timfoleystudios.com](http://www.timfoleystudios.com)

## SUMMARY

Award-winning graphic designer with 10+ years of experience delivering quality marketing results to high-profile customers including: The Boston Globe, The Wang Theater, and The MathWorks. Committed to excellence, with an understanding of how business communications affect the bottom line. Highly proficient and expert with all major design programs, including: InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks, and Quark.

## PROFESSIONAL EXPERIENCE

### **Freelance Graphic Designer** | May 2007—Present

Provide print and web graphic design services that help clients achieve their goals through effective and impactful communications. Produce sales support and marketing materials (brochures, stationary, invitations, statement stuffers), web sites, banners, print ads, point-of-purchase displays, corporate branding and logos.

#### *Recent projects include:*

- » Maternity Leave coverage for a Senior Designer at The MathWorks, Natick, MA
- » Web site design for Designs by Ruth, Company, Milton, MA—[www.designsbyruthjewelry.com](http://www.designsbyruthjewelry.com)
- » Web site design for Juliani Kenny Investment Capital LLC, Boston, MA—[www.jkicorp.com](http://www.jkicorp.com)
- » Corporate Identity for Merrimack Valley Health Services, Andover, MA
- » Web page design for Boston Globe Newspaper, Boston, MA

### **Graphic Designer** | **The Boston Globe**, Boston, MA | August 1998—October 2007

- » Responsible for all aspects of the job from brainstorming to the design phase to delivery of the job
- » Responsible for concept, research and implementation of original design for all kinds of multimedia advertising and marketing campaigns
- » Prepare for, formally present to, and work directly with clients to facilitate concept approval and ensure on-time delivery
- » Work closely with traffic manager, copywriters, clients, photographers, printers, and other vendors on a continuous basis
- » Responsible for production work, which includes job specifications, paper and ink specifications, art direction of photoshoots, and research photography and artwork, photo editing for offset, web and newsprint presses, print coordination, quality control, disk release, proofing, and press runs
- » Produce sales support and marketing materials for the advertising sales department
- » Design and maintain design integrity of the Intranet through liaisons in each department
- » Maintain the Intranet web sites for three departments-Marketing, The Credit Union, and Fitness
- » Prepare files for disc release and assist with print coordination including obtaining print quotes, reviewing proofs and attending press checks
- » Final pieces include apparel, postcards, brochures, posters, print advertisements, Web banner ads, HTML e-mail and direct mail that market and sell the newspaper

### **Freelance Graphic Designer** | **The MathWorks**, Framingham, MA | June 1997—August 1998

- » Designed and produced printed collateral

### **Freelance Graphic Designer** | **The Publication Group**, Boston, MA | February 1997—June 1997

- » Participated in the redesign of 200-page financial publication for Fidelity Investments

### **Freelance Graphic Designer** | **MacTemps**, Cambridge, MA | May 1996—October 1996

- » Designed and produced printed collateral for *Fidelity Investments*, Marlborough, MA, *Choice Printing*, Brockton, MA, *InnerCity Printing*, Boston, MA, *Suffolk University*, Boston, MA

### **Digital Prepress Assistant** | **Sir Speedy Printing Center**, Boston, MA | November 1995—May 1996

- » Performed all phases of the digital prepress process, from initial client contact to Matchprint and Dylux proof creation

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## OTHER PROFESSIONAL EXPERIENCE

- Instructor** | **Massachusetts College of Art**, Boston, MA | January 1999—May 1999  
» Taught Continuing Education students all aspects of digital prepress, QuarkXpress, and Photoshop
- Instructor** | **Graphics Express**, Boston, MA | July 1997—December 1998  
» Taught professionals QuarkXpress
- Instructor** | **Clark University Computer Career Institute**, Cambridge, MA | November 1996—July 1997  
» Taught professionals Photoshop, Freehand, QuarkXpress, and Illustrator

## CLIENT LIST

- » A Beautiful Basket, East Bridgewater, MA
- » Boston Globe Employees Credit Union, Boston, MA
- » Capeway Print, Rockland, MA
- » Designs By Ruth, Milton, MA
- » Foley's Florist, Boston, MA
- » The Grapevine Newspaper, Dorchester, MA
- » Hair Care Salon, South Boston, MA
- » Home For Now, Hyde Park, MA
- » Kortenhaus Communications, Boston, MA
- » Main Street Basement Systems, Quincy, MA
- » Merrimack Valley Health Services, Andover, MA
- » Village School, Milton, MA
- » The Wang Theater, Boston, MA
- » Boston College Club, Boston, MA
- » Boston Globe Newspaper, Boston, MA
- » Charlestown Boys Club, Boston, MA
- » Dorchester Day Parade Committee, Boston, MA
- » Gerard's Restaurant, Boston, MA
- » Gourmet Garlic, Company, Providence, RI
- » Henri Specialities, Corona, CA
- » Hyde Square Task Force, Boston, MA
- » Julianni Kenney Investments, Wellesley, MA
- » The MathWorks, Natick, MA
- » Partner Promotions, Inc., Milton, MA
- » Winchester Day Committee, Winchester, MA
- » Winchester Players Theater Co., Winchester, MA

## AWARDS

- » **First Place winner** at the *International Newspaper Marketing Awards*
- » Four-time winner of the **Award for Design Excellence** from *Graphic Design USA Magazine*
- » Four-time **ACME Award winner**, an honor given by the *Newspaper Association of America*
- » *The Boston Globe* **Outstanding Achievement Award winner** for Intranet Redesign
- » Five-time winner of *The Boston Globe* **Impact Award**

## EDUCATION

- Massachusetts College of Art**, Boston, MA  
Graphic Design Certificate, 1998
- Clark University Computer Career Institute**, Cambridge, MA  
Computer Graphics and Pre-press Certificate, 1995
- Clark University**, Worcester, MA  
B.A. Economics, 1989  
Internship at the *Federal Trade Commission*, Washington, D.C.

## ADDITIONAL PROFESSIONAL EXPERIENCE

- Director** | **The Boston Globe Employee's Credit Union**, Boston, MA | April 2003—present  
» Served as Vice Chairman of the Board, Chairman of the Audit Committee  
» Created and served as Chairman of the Marketing Committee  
» Designed and facilitated the creation of the credit union's Web site  
» Credit Committee member  
» Earned the Edward Filene Certificate and Pin  
» Earned the Supervisory Committee Award  
» Earned the Board of Directors Award
- Election Commissioner** | **The Boston Newspaper Guild (local 31245)**, Boston, MA | 2006—2008  
» Responsible for all phases of union elections including hiring, absentee ballots, counting, and reporting