



Resume

Tim Myers – Visual Designer

Visual designer with a diverse set of hard and soft skills that foster the ability to create, communicate and push projects through the finish line.

Skills

Software

- Adobe Creative Suite
- Figma
- Apple and Microsoft

Hard Skills

- Print: Design Layout, Pre-flighting & Proofing
- Digital: Web, Display, Social, Powerpoint, UI & UX
- Video: Editing, Motion Effects & Lower 3rds
- Hardware: Drone Flight, Photography & Video, DSLR Photography, & Computer assembly & repair

Soft Skills

- Communication
- Time Management
- Problem Solving
- Project Management
- Collaboration

Education

Mississippi State University

Bachelor of Fine Art, Graphic Design
Marketing Minor
May 2011

Experience

Mississippi State University, Office of Public Affairs

August 2022 – Present
Creative Designer Strategist

- Conceptualizes, plans and designs advertising campaigns across multiple digital and print channels.
- Works closely with the strategy team to develop the creative strategy for the campaigns.
- Designs all appropriate sizes for each channel.
- Organizes and schedules recurring meetings with Account Executives to ensure that the ad campaigns are routinely updated and optimized for maximum engagement.
- Leads internal company thought leadership presentations on all things creative.
- Works closely with the strategy team on client pitches, renewals and RFPs to secure new business and up sells.
- Meets directly with clients on pitch meetings and report review meetings to discuss everything creative.
- Provides design guidance to the design team.
- Works with internal marketing teams on company templates.

Mississippi State University, Office of Public Affairs

August 2014 – August 2022
Graphic Designer

- Manage creative projects from concept to completion.
- Communicate with a variety of clients across the university footprint.
- Collaborate with the marketing team to produce print and digital media.

Blufish Design Studio

May 2011 – August 2014
Lead Web Designer & Developer

- Work with clients to understand their needs and goals for a website.
- Develop the UI/UX design of the website to optimize user engagement and emphasize key conversion points.
- Communicate with clients on the concept, strategy and build of the site, often presenting more than one option to choose from.
- Implement final product, monitor performance and SEO and maintain content for the client.
- Concept and implement creative builds for email and social media campaigns.