

TIMOTHY A. REYNOLDS

WEBSITE

treynolds-design.com

MOBILE

+1 (678) 982.8319

EMAIL

artbytar@icloud.com

An award-winning Art Director/Senior Graphic Designer with over 30 years experience in graphic design for interactive media, branding, print design and web.

Consistently demonstrate solid understanding of design fundamentals for different disciplines and applications of media and print.

Ability to conceptualize and explain the reasons behind a given design solution. Accomplished, detail-oriented team player skilled at simultaneously handling multiple tasks with outstanding results.

Offer significant competence and insight from managing a successful independent graphic design consulting service for over fifteen years

PROFESSIONAL SKILLS

A strong, advanced-level working knowledge of various software tools for interactive media, print and motion graphics. I have specific expertise in PhotoShop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver, Flash, Acrobat, Lightroom, Pages and Keynote.

Working knowledge of HTML, CSS and Javascript. Experience with content management systems such as Wordpress, Joomla! Kintera and Squarespace. Beginner skills in Bootstrap.

Efficient in UI/UX design and working knowledge of wireframes and page schematics. Working knowledge of Visio and OmniGraffle.

Specialize in graphic design, branding, video editing, print production, EPUB, and compositing for multimedia and illustration.

Reputation for providing accurate client presentations comps as well as effectively presenting innovative ideas and solutions.

Proficient at both Apple and Windows platforms.

Record of excellence in typography and color theory.

KEY SOFTWARE SKILLS

PhotoShop	● ● ● ● ●	Visio	● ● ● ● ●
Illustrator	● ● ● ● ●	OmniGraffle	● ● ● ● ●
InDesign	● ● ● ● ●	Excel	● ● ● ● ●
After Effects	● ● ● ● ●	Word	● ● ● ● ●
Premiere	● ● ● ● ●	Wordpress	● ● ● ● ●
DreamWeaver	● ● ● ● ●	Joomla!	● ● ● ● ●
Lightroom	● ● ● ● ●	HTML	● ● ● ● ●
Acrobat	● ● ● ● ●	CSS	● ● ● ● ●
PowerPoint	● ● ● ● ●	JavaScript	● ● ● ● ●

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

Teach Every Nation
Atlanta, GA

2015-Present

Serving as the full-time Senior graphic designer and motion graphics designer for Bruce Wilkinson's Teach Every Nation. The curriculum team is responsible for creating content for rural pastor's and teachers in Africa and other parts of the world through the use of video and related print material. I am responsible for the design and production of workbooks and other companion materials to support the curriculum. I am also tasked to create motion graphics such as special effects and lower third animations and full-screen graphics for video content

GRAPHIC DESIGNER

First Baptist Atlanta
Atlanta, GA

2010-2015

Worked as a full-time contractor for one year before accepting a full-time position. I was responsible for designing and creating print collateral for events and ministry support as well as production of the Sunday bulletin. My role at First Baptist Atlanta required me to have a keen attention to detail and to interact with the various ministries to meet their needs for marketing and evangelism. My contribution to the design team upheld and maintained the level of excellence required for this internationally known church and ministry.

SENIOR WEB DESIGNER

In Touch Ministries &
FamilyNet Television
Atlanta, GA

2005-2009

Expertise in interface design and contributions to the content management of the websites helped increase company audience by approximately 20,000 page views per week. Facilitated improved standards which in turn helped increase donations and revenue for the ministry. Served as key player in helping the small, nearly unknown cable network expand visibility to a competitive level with other family-oriented television networks having similar programming options. While maintaining both websites, I worked with the online CMS systems to develop templates and upload content. Also designed brochures, CD/DVD inserts and contributed to the production of In Touch Magazine and a variety of other marketing collateral for the ministry. Helped spearhead effort leading to eventual savings of \$240K a year with CMS recommendations.

GRAPHIC DESIGN INSTRUCTOR

Clayton State University
Morrow, GA

2010-2012

Worked as a part-time instructor teaching the basics of the Adobe Creative Suite. Developed my own curriculum and *basics of graphic design* course where continuing education students developed an understanding of being a graphic designer by learning rudimentary design principles and using Adobe software to create and implement their new design skills. Their work over the duration of the classes helped them develop a portfolio of work preparing them with the basics needed to enter the design field.

ART DIRECTOR

CyberScrub, LLC.
Alpharetta, GA

2003-2004

Created the brand identity across packaging, website, marketing and online and cable-TV advertising of the CyberScrub brand. Designed, art directed and helped develop and maintain the corporate website. Created online motion graphics for marketing and ad campaigns. Generated Flash applications, animation, and online ad-banners. Designed and produced brochures and direct mail collateral to support the marketing of the CyberScrub brand. Collaborating with top-level industry talent, I provided art direction for video shoots, editing, photo compositing, typography, and music/voice editing for cable TV and online commercials.

MULTIMEDIA DEVELOPER & GRAPHIC DESIGNER

College of the Mainland
Texas City, TX

2002-2003

Responsible for the design of interactive flash presentations, technical textbook illustrations for classroom instruction manuals and facilitator guides for the instructors. Worked directly with the information designers and subject matter experts to visually represent the concepts of the PTEC industry. Contributions to the curricula helped secure future grants and funding for the Center for the Advancement of Process Technology, Inc., in the on-going development of curriculum material.

ART DIRECTOR

Plural
Atlanta, GA

2000-2001

Designed and implemented marketing materials for Plural and its numerous clients. Created interactive flash presentations and designed and supported the development of client web applications. Recognized for design excellence in helping win important bids for new client work, significantly expanding business for the Atlanta branch office.

SENIOR ART DIRECTOR

Arcadus
Atlanta, GA
1999-2000

Designed and developed award-winning interactive presentations and web sites. Also responsible for logo designs and contributed to the design of client and internal marketing materials. Mentored and trained junior staff members, helping them develop key competencies and advance to higher level positions. Received the Showsouth 2000 award for the Arcadus *Trilution* Flash presentation.

DESIGN CONSULTANT

IBM Interactive Design
Studio
Atlanta, GA
1995-1999

Created and produced award-winning graphics for websites, interactive presentations, motion graphics and video presentations for a variety of clients and internal marketing campaigns. Contributions facilitated IBM Interactive Design Studio growth from a small, ten person studio into the most successful and aggressive in-house design studio for IBM Global Communications in the late 90's. The design staff increased to over 100 designers, art directors, production artists and writers. Served as Art Director for teams of up to 15 people on larger interactive projects.

AWARDS

SHOWSOUTH 2000

Senior designer and art director for award-winning Arcadus *Trilution* Sales presentation created in Photoshop & Flash.

SUMMIT CREATIVE 2000

Designed and art directed award-winning **(Gold)**, self promotion Arcadus *Trilution* Sales presentation created in Photoshop & Flash.

SUMMIT CREATIVE 2000

Created and art directed award-winning **(Silver)** Arcadus Website created in Photoshop, Flash and Dreamweaver.

NEW MEDIA INVISION 1994

Designed multimedia award-winning **(Gold)** program, "UPS Uniting the World". This was an information based kiosk, located at UPS's corporate headquarters in Seattle, Washington.

NEW MEDIA INVISION 1994

Designed and produced graphics for multimedia award-winning **(Bronze)** program, "European Racers". This was a collaborative effort with Revell/Monogram toy company.

NEW MEDIA INVISION 1994

Produced graphics for multimedia award-winning **(Award of Merit)** program, "Operation Airstorm". This was a collaborative effort with Revell/Monogram toy company.

NEW YORK FILM FESTIVAL 1994

Produced graphics for award-winning **(Bronze Medal)** program, "The Geresene Demoniac". This was a collaborative effort with The American Bible Society.

EDUCATION

THE ART INSTITUTE OF ATLANTA 1990

Associate in Arts Degree, Visual Communications (3.89 GPA)

Received the Tim Ritchie Memorial Scholarship and Best Portfolio Award for excellence upon graduation.

Member of the Honors Studio.