




Timothy McEwen Design

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 timmcewendesign.com

Overview

Highly skilled and creative graphic designer with over 3 years of experience designing B2B marketing collateral for the manufacturing industry. Design mediums include print, web, email, tradeshow collateral, motion graphics, and video.

Skills

Photoshop



Indesign



Illustrator



After Effects



Wordpress



Word



Power Point



Excel



Education

Art Institute of Dallas | 2012-2016

Bachelor's Degree in Graphic Design

Experience

Press Ink Printing | 2015 - 2016

- Designed and printed various pieces, including flyers, banners, posters, illustrations, and even vehicle wraps.
- Collaborated with other designers and printers to find the best solution for our clients and helped maintain and supply the print shop.
- Managed the shop's many client accounts and held communication channels to keep their projects on track to meet the delivery date.
- Operated a plotter, wide-format inkjet printer, laser printer, various cutters, as well as Adobe Photoshop, Illustrator, and Indesign.

Lennox Industries | 2016 - Present

- Worked on a marketing automation team and designed emails and landing pages to promote events, programs, new products, and promotions.
- Completely updated and revamped a new business website called Learn Lennox, which proved to be an invaluable asset to the field sales team. The site had everything a new HVAC dealer would like to know about Lennox, including its programs, promotions, stores, training, and products.
- Worked with the events and incentives group to produce a website that promoted and provided information about Lennox LIVE 2017, 2018, and 2019. Also made the accompanying emails and many of the various print pieces, including show offer flyers, posters, breakout banners, workbooks, and videos.
- Worked with Lennox's safety managers to come up with the "AIM to be Safe" campaign, an initiative to raise awareness about safety in our factories, stores, and corporate office.
- Produced other print and digital media for events and companies Lennox was a part of, including IBS (International Builder Show), ACCA (Air Conditioning Contractors of America), Nexstar, and Aireserve.
- Worked with the various internal teams, holding meetings with them to get the full scope of the project and would follow up if any more questions or challenges presented themselves.

Hobbies/Interests

