TIM WOODS

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Founder and President, Tim Woods Design

Summary

Stop by the Tim Woods Design website have a look around, drop us an email regarding your next design project.

Tim is a creative professional providing a unique blend of creative and technical skills that generate cost savings and scheduling efficiencies. Expertise in the full scope of marketing communications, web design, graphic design and production. Skills applied to online, emerging and social media technologies, User Interface, User Experience (UI/UX) as well as traditional corporate marketing collateral. Effectively serves as liaison between cross-functional departments and external groups to fulfill diverse requirements.

Areas of expertise include:• Art direction, graphic and web design and production, project management• Graphical interpretation of complex technical concepts, transforming them into compelling visuals• Design support for websites, micro-sites, intranet, extranet, web applications, presentations, demos, advertising and marketing collateral• Corporate marketing communications, identity development and management• Search Engine Optimization & Marketing (SEO, SEM) and Social Media Marketing (SMM)• Information architecture (wire framing), integration of disparate web properties• Digital photo manipulation, retouching and editing

Quote

"The key to creating passion in your life is to find your unique talents and your special role and purpose in the world."~ Stephen R. Covey ~

Jun 2009 - Present	**Founder & President**
	Tim Woods Design
	Founder and President of Tim Woods Design, an independent graphic and web design consultant providing top-quality services for corporate marketing communications, presentations, advertising, websites, microsites, email and social media marketing. Clients' trusted source for critical corporate projects, delivered on-time and within budget. Extensive experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Flash), web video, HTML for web and email, CSS, UI/UX design, WordPress and other CMS.
	Tim Woods Design website
Nov 2007 - Jun 2009	**Graphic Designer and Producer**
	VisualCV
	Served as primary designer fulfilling a wide array of requirements including:• Development of brand visual identity and guidelines
	• Marketing communications, advertising (online and traditional media) and corporate presentations
	• Design and maintenance of the website during pre-launch/beta testing through the rapid membership acquisition phase
	• Design solutions addressing technical and marketing requirements within the application• Responsible for information architecture, private-label and micro-site design• Development of homepage designs for A/B testing. Results led to 5% increase in conversion• Responsibility for email marketing, landing page and micro-site designs• Effective application of search engine optimization (SEO) and online marketing techniques• Management of social media marketing initiatives (Twitter, Facebook, LinkedIn, others)
Apr 2007 - Nov 2007	Senior Manager eMarketing, Global Marketing Communications

Software AG

Key role in initiatives enabling successful merger, migration and co-branding of diverse intellectual and web property assets to create a core global presence.• Leveraged multiple enterprise-grade content management systems (CMS)• Delivered effective application of Flash and Flash Video-based content• Key role in the "Power of Two" customer and partner communication campaign• Created a collateral "bridge" internally to reduce expenditures on agency support • Effective liaison and project management between Global Marketing, Global Information Systems (GIS, IT), Product Marketing, agencies and vendors• Previous webMethods web-based assets directly attributable to +20% revenue influence• Ensured uninterrupted access while re-branding

Sep 2000 - Apr 2007	Senior Design Manager, Marketing Communications

webMethods

Three positions spanning 7 years September 2000 to April 2007 acquisition by Software AG

Senior Web Manager, Global Marketing Communications, Senior Design Manager, Marketing Communications Design & Content Manager – B2B.com, Product Development Full range of design support for Enterprise Application Integration (EAI) software products and services. Significantly reduced agency costs and dependency on outsourcing by providing hands-on, in-house design and production services. Served as collaborative liaison between Corporate Marketing, Product and Solutions Marketing, IT and Product Development.From 2000 to 2001, served as primary interface designer and content manager for technical business-to-business integration enablement web portal (B2B.com).• Primary user interface designer for JSP-based portal• Enabled migration from external development consultants to in-house team• Developed marketing demos and presentations• Managed development of portal content, online documentation and self-paced trainingTransferred to Corporate Marketing and was responsible for overall marketing communications. Hands-on management of all aspects of design and production including:• Corporate website, customer extranet and first-ever event micro-sites• Collateral and media support for print, radio, TV, web• Migrated customer newsletter from print to email for significant cost-reduction• Key resource in integrating five acquired companies into the unified webMethods brand• Designed and launched broadcast email campaigns (communications and lead generation)Promoted to Sr. Web Manager in 2004, served as lead designer and producer for the corporate website, special web projects, micro-sites, broadcast email and related landing pages.• Designed and co-produced micro-sites for annual Integration World user conference 2002 through 2007• webMethods Fabric 7 product launch micro-site that effectively communicated newly integrated product suite, positively influenced sales cycles for over 18 months• In 2006, a single $1M product sale attributed directly to the corporate website• Strict adherence to management plan, budget and schedule requirements• Enabled effective use of Flash and Flash-Video for online testimonials and demos

Dec 1999 - Sep 2000	Creative Director, Marketing Communications

Level 8 Systems, Inc. (now Cicero)

Team leader in visual transformation of two EAI software companies in to a single, unified presence, supported Worldwide Marketing by providing:• Effective integration of disparate web properties and teams• Re-branding of entire marketing collateral set including advertising and tradeshow support• Design support and content management for a technical knowledge-base extranet• Achieved top keyword search results for the integrated website

Dec 1997 - Dec 1999	Creative Services Manager, Marketing Communications

Template Software

(Level 8 Systems acquired Template Software December 1999)

Creative services and web design manager responsible for:• Providing agency-quality design and production applied to all marketing collateral, including advertising (photography and design) and product packaging design and production• Achieving top keyword search results for the re-designed and overhauled website• The website was first contact between Level 8 and Template, leading to the acquisition• Hiring and training of associate staff, managed project outsourcing

Aug 1993 - Dec 1997	Senior Visual Communications and Marketing Supervisor

*Computer Sciences Corporation (CSC)*

CSC management directly correlated my work product (proposals, presentations, websites) with helping to grow the Systems Engineering Division contract win-rate from 8% to 75% (values from $50M to $5.5B+). Became known within CSC as the company's "secret weapon".• Pioneered website development (process, design, architecture, navigation, promotion and maintenance)• Re-engineering of the informational graphic development process• Art direction, visualization, style/format consistency, quality assurance• Managed work product of 35 freelancers at 5 locations• Creative consultation for Business Process Re-engineering (BPR, BPM) engagements

Collateral

Web Design
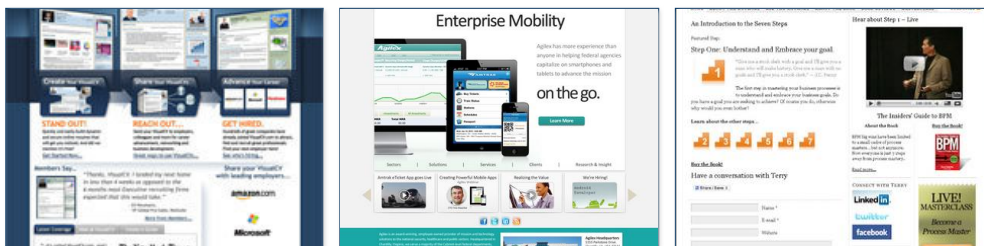
Enterprise-grade Content Management Systems

HTML Editors: Dreamweaver, Homesite, NotePad

Vector Drawing Tools: Illustrator, PowerPoint, FreeHand

Adobe Flash

Adobe Photoshop

Expertise developed over many years, have been using Photoshop since version 1.0.

Jan 1980 - Jan 2006	**Independent Training and Seminars**
	Workshops and Seminars
	Extended studies under Dr. Edward Tufte (Yale University graphic communications professor) seminars based on his book The Visual Display of Quantitative Information . Participated in various business and design workshops by; Adobe, MarketingSherpa, Newspaper Designers Association, Apple Computer, Art Director s Club of Greater Washington DC, Allaire, MacroMedia, Association of Proposal Management Professionals, Pragmatic Marketing, webMethods Neurons in Excess University and Fig Leaf Consulting.
Jun 1979 - May 1984	*Northern VIrginia Community College (NVCC)*
	Intensified-study curriculum; immersion in graphic design, typography, illustration, history of design. Instruction in real-world scenarios taught by working professionals in the art and design field.
Aug 1981 - May 1982	*Corcoran College of Art + Design*
	Graphic design and photography; seminar and project; participation in the "**Real Show**", juried competition and gala exhibition sponsored by the Art Director's Club of Metropolitan Washington and held at the Corcoran Galleries College of Art + Design.