



Tim Ziegler

Graphic Design
& Branding

Profile

I'm a branding specialist with a passion for working with clients to solve the unique challenges that come with creating impactful identities. Whether in a fast paced startup environment, or as part of a more traditional corporate art department, I've successfully brought rigor and fresh energy to each team I am a part of. As a natural team player, I'm quick to roll up my sleeves to solve problems and collaborate with other departments. I'm a big picture thinker and feel most fulfilled when I can help my clients see the forest through the trees by building systems that function down to the smallest detail.

Education

Monmouth University

West Long Branch, NJ
BFA Graphic Design, May 2012

The Monmouth Review

Associate Designer, 2010 – 2012

- Event poster design
- Content collection and archiving
- Photography of featured art pieces for inclusion in publication

Assistant Designer, 2011

- Creating, editing and maintaining editorial production timelines
- Formatting and layout design
- Event planning and coordination and promotion

Areas of Focus & Skills

Programs

Adobe CC: InDesign Illustrator,
Photoshop, Lightroom

Specializations

Logo Design & Branding Systems, Posters,
Print Design & Layout, Pitch Decks,
Event Signage, Large Format Printing,
Environmental Graphics & Installation

Experience

**Meredith Corp., The Luxury Group,
Travel + Leisure, Food & Wine, Departures**
Senior Designer // 03.2019 – Present

- Collaborate with art directors, marketing managers, and sales staff to create custom branded content in the voice of the magazine being advertised in or within the client voice
- Design and execute event collateral within the luxury, travel, and epicurean markets, ranging from invitations and menus, to virtual presentation materials
- Work with the marketing and sales teams to create sell sheets per issue and category
- Create and maintain media kits for each brand
- Coordinate with the digital team on web banners, email blasts, and landing pages
- Work closely with internal and external vendors to create promotional and event materials suited to the luxury market

**Madison Marquette,
Asbury Park Boardwalk**

Graphic Designer // 07.2014 – 03.2019

- Branded The Asbury Park Boardwalk as well as its 11 owned and operated businesses which included music venues, restaurants, retail establishments, a skate park, and large-scale seasonal events
- Codify brand standards manuals for the Boardwalk's many intellectual properties for consistent voicing across all touch-points
- Coordinate photographers, seasonal interns, and freelancers in the creation of image archives and supplemental marketing material
- Billboard design, print and digital
- Merchandise and apparel design
- Pitch and leasing decks

Freelance Designer

2011 – Present

- Logos and full branding for retail stores, events, musical artists, and festivals
- Print & digital advertising
- T-Shirt and merchandise design