

# TIM FURMANIAK

PORTFOLIO SITE: [DESIGNFURM.COM](http://DESIGNFURM.COM) • EMAIL: [TIMFURMANIAK@GMAIL.COM](mailto:TIMFURMANIAK@GMAIL.COM)

**I'M A SUCCESSFUL CREATIVE PROFESSIONAL WITH A TRACK RECORD OF DELIVERING IDEAS, STRATEGIES AND DESIGNS THAT DRIVE REVENUE.**

## **ART DIRECTOR, FELD ENTERTAINMENT, ELLENTON, FL**

JANUARY 2022 — PRESENT

- Designed campaigns for the 2023 Monster Energy Supercross, Supermotocross, Monster Jam and Jurassic World Live Tour.
- Created graphics, promotions, concepts, and copy development as well as lead a team of designers for multiple Feld properties including Jurassic World Live Tour, Monster Jam, Monster Energy Supercross, Disney on Ice, Marvel Universe and more.

## **CREATIVE DIRECTOR/FOUNDER, DESIGNFURM.COM, TAMPA, FL**

JULY 2020 — PRESENT

- Designed promotional materials, built websites, logos and more for several companies including Professional Bull Riders, ShipMagic, USF Athletics, ALS Schools and Raymond Entertainment (The original Philly Phanatic).

## **CREATIVE & DIGITAL MARKETING STRATEGIST, VELOCITY Z, TAMPA, FL**

SEPTEMBER 2020 — JUNE 2021

- Designed brand style guides, assets, websites, copy for technology companies in our incubator portfolio.
- Developed marketing campaigns including copy writing and accompanying asset design for outbound efforts.

## **CREATIVE DIRECTOR, THUZI/PATRON TECHNOLOGY, TAMPA, FL**

SEPTEMBER 2015 — JULY 2020

- Collaborated daily with the creative, sales and marketing teams as well as senior leadership regarding strategy, technology product enhancements and delivery of projects.
- Managed client relationships.
- Drove new business wins using creative.
- Provided leadership, motivation and direction to five creative team members as they developed concepts and executed solutions for clients.
- Developed award-winning solutions to engage consumers at live events.
- Created and presented content and promotional campaigns to support clients.
- Assisted in selling the Thuzi agency for a 9X valuation to Patron Technology.

## **ART DIRECTOR & DIGITAL STRATEGIST, THUZI, TAMPA, FL**

JUNE 2012 — SEPTEMBER 2015

- Managed client relationships.
- Drove new business wins using creative.
- Drove agency revenue directly tied to creative ideas and strategies including five figure monthly retainers. Collaborated with sales team to generate unique ideas to engage on-site event attendees.
- Created and presented highly designed sales presentations for some of the largest global brands.

## **INTERACTIVE DESIGN MANAGER, RUBY TUESDAY CORPORATE HQ, MARYVILLE, TN**

NOVEMBER 2008 — JULY 2012

- Designed digital assets, ads, web graphics, marketing emails and more to support marketing and

restaurant operations.

- Aided in the UI/UX of the dot com experience.
- Built complex print restaurant menu files with accuracy and detail.
- Collaborated with marketing team to develop ideas to move the brand forward through the use of promotions.

## DESIGNER, IDLEAIRE, KNOXVILLE, TN

MARCH 2007 – NOVEMBER 2008

- Oversaw design, layout, content, proofing and printing for nationally distributed 36 page magazine.
- Designed digital graphics and advertising banners for website and user interface for IdleAire Service Module.

## ACCOUNT EXECUTIVE, DAVIS NEWMAN PAYNE ADVERTISING, KNOXVILLE, TN

JANUARY 2003 – JANUARY 2004

- Account management responsibilities included aiding in creative development, web site redesign and maintenance, developing product launch strategies, photo shoot support and coordination, competitive and brand category research and media planning, public relations support and budget planning for current and future grass roots effort.

## MEDIA SUPERVISOR, UNIVERSAL MCCANN, NEW YORK, NEW YORK

SEPTEMBER 1997 – NOVEMBER 2002

- Rose to Media Supervisor in the fast-paced New York City advertising world.
- Developed strategic media plans for large clients such as L'Oreal, Samuel Adams, William Grant & Sons and Kohl's Department Stores.
- Managed over \$300 million in media.

## EDUCATION

### AA / INTERACTIVE MEDIA DESIGN

### ART INSTITUTE OF PITTSBURGH, PITTSBURGH, PA

SEPTEMBER 2007 – SEPTEMBER 2008

### BS / MARINE BIOLOGY - BUSINESS MINOR

### UNIVERSITY OF MIAMI, CORAL GABLES, FL

AUGUST 1991 – MAY 1997

## ABOUT ME

My favorite things are being a Dad to my son and Yellow Labrador pup. I'm passionate about drawing, kayaking, fishing, golf, softball, Jeeps, and volunteering with the amazing charity Southeastern Guide Dogs.

## JUST SOME OF THE BRANDS I'VE WORKED WITH...



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