

Tim Judd

Contact

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301.395.3225

Education

Drexel University 2010

Bachelor of Science in Graphic Design

Skills

Project Management
Time Management
Scheduling
Budgeting
Staff Training & Development
Analytical / Critical Thinking Skills
Process Documentation & Improvement
Graphic Design
Web Page Development
Web Content Management
Video Production

Experience

Freelance Graphic Designer

Truesense Marketing | Remote | July 2024 – Current

- Designed, developed, and produced visual information and digital media products utilizing various software including Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- Developed layout and design print materials, including direct mail pieces (envelopes, letters, label sheets, newsletters) for monthly, quarterly and yearly campaigns.

Associate Interactive Producer

Merkle Inc. | Columbia, MD | July 2021 – June 2024

- Streamlined timelines and requirements for visual information and digital media projects, leading to a seamless integration of project components. Leveraging project management tools such as Trello and Workfront.
- Led the redevelopment of a new business customer onboarding process that successfully captures customer requirements and advises them of the best methods to achieve their desired visual objectives, resulting in more efficient processes, customer satisfaction, and delivery optimization.
- Developed comprehensive training materials for new customer technology and developed matrixes for visual design projects leading to greater efficiency, organization, and coherence of work.
- Met with customer management and subject matter experts to plan video/animation projects and recommend technical advantages and disadvantages of formats, styles, media, and methods of reproduction.

Senior Studio Designer

Merkle Inc. | King of Prussia, PA | Oct. 2010 – July 2021

- Designed, developed, and produced visual information and digital media products utilizing various software including Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- Developed layout and design print materials, including direct mail pieces (envelopes, letters, label sheets) for monthly, quarterly and yearly campaigns reaching over thousands of customers per campaign.
- Performed print management, including prepress operations such as layout and print specifications for both black and white and color requests.
- Created digital marketing materials including social media assets, websites, emails, and banners ads.
- Analyzed and interpreted customer requirements, advised customers regarding technical advantages and disadvantages of various formats, styles, and methods and suggested those that best fit their objectives.
- Reviewed and analyzed proofs and finished visual products to assure compliance with and adherence to production specifications and assigned quality levels.