

Timothy David Auerbach

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WORK EXPERIENCE

Schiefer Chopshop

Costa Mesa, CA

May 2021 - Present

Senior Art Director - Advertising Agency

- Managed multiple ongoing campaigns to improve customer engagement, increasing website visitors by 300% and generating 291M+ views across all social platforms.
- Delivered visual design solutions to bolster online presence & deliver consistent brand messaging for 25+ clients, increasing click-throughs by 10%.
- Provided visionary leadership in defining the overall creative direction and strategy for advertising campaigns, aligning visual elements with brand identity and marketing objectives.
- Lead brainstorming sessions and concept development, translating client briefs into compelling visual narratives that resonated with target audiences and elevated brand messaging.
- Constructed an outstanding portfolio of distinct visuals & campaigns for 25+ diverse clients such as Discovery+, Boost Mobile and other major consumer brands.
- Worked closely with clients to understand their vision and objectives, presenting design concepts in a compelling manner and incorporating feedback to achieve a final product that exceeded client expectations.
- Effectively presented and defended creative concepts to clients, conveying the artistic vision, rationale, and strategic alignment behind each design decision, and incorporating client feedback to refine and enhance the final product.

Art Director - Advertising Agency

April 2019 - May 2021

- Created 100+ presentation decks consisting of 60+ slides to aid in selling concepts to 25+ clients highlighting deliverables, timeline & budget expectations as well as ROI.
- Stayed ahead of industry trends, emerging technologies, and design innovations, integrating them into advertising campaigns to maintain relevance and competitiveness in the ever-evolving landscape.
- Navigated unforeseen challenges by employing creative problem-solving skills, adapting designs to accommodate last-minute changes, and maintaining flexibility in the fast-paced advertising environment.

Production Designer - Advertising Agency

March 2018 - April 2019

- Ensured consistency in visual elements across various media channels, maintaining a strong and cohesive brand identity throughout advertising campaigns to enhance recognition and consumer trust.
- Produced multiple sets of campaign related assets. Including, digital and mobile banners, multiple social media platform posts, digital email templates, website takeovers, and print ads.
- Conducted quality assurance checks throughout the production process, guaranteeing that the final designs met the highest standards of creativity, functionality, and adherence to brand and campaign guidelines.

Junior Art Director - Advertising Agency

December 2016 - March 2018

- Spearheaded creative layouts for 12+ campaigns, resulting in delivering a customer satisfaction increase and speed in project turnaround time.
- Coordinated cross-functional team to develop innovative campaigns that drove a major increase in brand perception.
- Boosted brand recognition by 300% by developing distinct visual identity toolkits.
- Formulated creative strategies with the design team to implement strong visual elements for 60+ campaigns.

Berkshire Hathaway HomeServices

Irvine, CA

Graphic Designer - Real Estate

May 2016 - November 2016

- Created visually compelling and on-brand marketing collateral for property listings, brochures, presentations, and promotional materials, contributing to the overall success of property marketing campaigns.
- Produced high-quality designs for both digital and print platforms, incorporating a deep understanding of layout, typography, and color theory to effectively communicate key messages to target audiences
- Ensured consistent and professional brand representation by enforcing guidelines across all design projects.

EDUCATION

California State University, Fullerton

Orange, CA

B.F.A in Graphic Design

Graduation Date: April 2016

SKILLS & INTERESTS

Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Acrobat), Microsoft Office (Excel, Word, PowerPoint), Midjourney, Tumult Hype, Animation, Social Media, Graphic Design, Typography, Digital, Keynote, Branding, Advertising, Google Workspace

Interests: Music Production, Hiking, Weightlifting, Art, Skiing, Movies.