

TIM MCKEE

Creative Director / Art

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Interactive Strategy Development \
Creative Direction \ Advertising \
Branding & Identity \ Concept
Development \ Digital Design &
Development \ User Experience \
Mobile \ Social \ Television \ Film
Illustration \ Animation \ Campaign
Management \ Innovative Problem
Solving \ Cross-Functional
Collaboration

I was born and raised on the mean streets of Watertown, Wisconsin. It was there that I spent my days drawing, painting, and making cool stuff out of whatever I could find. Fast forward 20-or-so-years, and you will find me graduating from the Milwaukee Institute of Art & Design with a BFA in Graphic Design.

After graduation, I embarked on my career as a manipulator of creative ideas and platform-agnostic storytelling. I quickly moved up the creative ladder as a discipline leader in the office and the many classrooms I thought in.

I showed the Midwest what it meant to push to boundaries of advertising by leading the charge in innovations and interactivity. I became a mad scientist in the creative community, and like any mad scientist, I wanted to take over the world. New York seemed to be the best vantage point for my diabolical plan.

I continue to teach at the School of Visual Arts and Parsons and have worked as a Creative Director with the best of the best at WDDG, AKQA, The Chopping Block, Atmosphere Proximity, CKSK, and Publicis Sapient. As a result, I wracked up quite a few awards: FWA Awards, Addys, Webbys, Emmys, Oscar, W3s, and Communicator Awards. As my work became more recognized, my opportunities became plentiful.

I'm madder and more sciencey than I ever have been. While I haven't conquered the world yet, I'll never stop trying.

WORK EXPERIENCE

FREELANCE – New York -

Creative Director 2020 to Present

- A hired gun that tells brand stories and creates conversations, whatever the channel may be.

SAPIENT RAZORFISH – New York -

Group Creative Director 2015 to 2020

- Spearheaded strategy development and guided creative direction for prestigious Nestle client in NYC office (in collaboration with company's team in Paris)
- Directed team of 20 (junior/associate creative directors and UX designers)
- Earned two Addy Awards for "Blissmas" campaign (completed for Massage Envy client)

CKSK – New York, Dublin, Amsterdam - Executive Creative Director, Partner 2013 to 2015

- Established creative direction for high-profile clients within the spirits industries including Pernod Ricard, Irish Distillers Limited (IDL), and Heineken; defined and supervised efforts of 8-person creative team
- Secured Appy Award for Heineken Brewlock application

VML – New York -

Creative Director 2012 to 2013

- Crafted dynamic new business pitches, managed team of freelancers, and created robust content for diverse clients

ATMOSPHERE PROXIMITY BBDO – New York - Group Creative Director 2010 to 2012

- Orchestrated artistic initiatives and directed 35+ creatives, developers, and UX designers
- Developed 'globalistas' solution and launched new brand platform ("Hello Tomorrow") across all digital platforms for Emirates airlines
- Transformed Marriott (hotel) booking engine to ever-evolving online digital experience (personally traveled across the US to create content/capture photos); project garnered dozens of top industry awards (W3, Webby, Pixel)

THE CHOPPING BLOCK – New York - Creative Director 2008 to 2010

- Led creative team in the strategy and product development for Adobe, Bravo TV, and Phish (band)

Also: AKQA (Senior Art Director); WDDG (Creative Director); Hanson Dodge Creative (Senior Art Director)

SKILLS

A solid working knowledge of the latest versions of Adobe Creative Suite (InDesign, Illustrator & Photoshop) and a basic understanding of HTML

Strategic brainstorming, campaign development and creative execution

Proven aptitude for quick creative thinking with acute attention to detail within demanding deadlines

An understanding that strategic development, technology research, collective concepting and well thought out production lead to successful campaigns

Experience leading teams of designers, production artists and writers

TEACHING EXPERIENCE

PARSONS SCHOOL OF DESIGN New York - Associate Professor, 2011 to Present

- Lead "Digital Design" course introducing tools and best practices for creating websites, banners, social, and apps

SCHOOL OF VISUAL ARTS New York - Associate Professor, 2011 to Present

- Teach "Interactive Storytelling" course with focus on brand-building in the digital world

Also: University of Wisconsin-Milwaukee (Associate Professor); Milwaukee Institute of Art & Design (Associate Professor)

RECOGNITION

2019 DAVEY AWARDS

- + Mobile Features-Best Visual Design - Aesthetic for Mobile
- + Mobile Features-Best User Experience for Mobile
- + Mobile Apps/Sites-Lifestyle for Mobile
- + Mobile Features-Best Integrated Mobile Experience for Mobile
- + Mobile Features-Best Visual Design - Function for Mobile

2019 Communicator Awards:

- + Mobile - General-Lifestyle for Mobile Apps /
- + Mobile - Features-Best Visual Design - Function for Mobile Apps / Sites
- + Mobile - Features-Best Visual Design - Aesthetic for Mobile Apps / Sites
- + Mobile - Features-Best User Experience for Mobile Apps / Site

Comprehensive list of all career awards and honors available upon request