

Tim Stevenson **Creative Director**

www.adcd.nyc
617-821-4499

The Economist

2019 - Present

Global creative director for The Economist Group. Manage a global team of art directors, user experience designers and animators. Our team's output spans internal communication to global digital and print campaigns that run within the publication and bespoke microsite. All campaigns include both social and display advertising.

TalkShopLive

2017 - 2018

Creative consultant for TalkShopLive. My responsibility first and foremost was to get TSL from a prototype to 1.0 then build an appropriate branding and advertising framework to entice both buyers and sellers to the new platform.

McCann/ MRM

2015- 2016

Clients: Oppenheimer Funds and Cigna Healthcare. The brunt of the Cigna work was social media: Facebook, Instagram, Twitter. For my Oppenheimer client the focus was on cross media: TV, OOH, Digital, Social.

Fake Love

2014- 2015

Creative Director working with Fake Love on new business and clients acquisitions. Experiential creative solution to RFP's. Concepting solution to physical tactile and real experiences.

BBDO/ Atmosphere

2014- 2015

Creative Director on cross media campaign for I.T.G. covering: p.o.s., digital, social, outdoor and print. Also on Visa's Visa-Checkout digital campaign and Dubai Tourism.

Vogue/ Conde Nast

2012- 2013

Part of Vogue's in-house agency (Vogue Studio) working with brands who advertise within: Vogue dot Com, Vogue Digital Edition and Facebook. Clients include: Laura Mercier, Fendi, Balmain, J Brand Jeans.

JWT

2010 - 2011

Creative Director focusing digital and 360 solutions for the relaunch of Microsoft Office, plus Microsoft Bing, Zyrtec and Rolex. The people within my group varied between 4 to 8 depending on where we were in production.

Publicis

2006 - 2008

Creative Director and leader for the 8 person team of designers, developers and writers, working on T-Mobile Sidekick, T-Mobile Concept Stores, plus headed up the digital team for pitching Hewlett-Packard's printing business.

ISM Boston

2003 - 2006

Creative Director. Built a team of 11 people with a focus on pitching current clients. They included: AIDS Action Committee, American Express Travel, Emirates Airlines, First New England Mortgage, Four Seasons Hotels, HP, Adobe, M.I.T. Theater Arts, Orange/ France Telecom.

IdentityOne

1999 - 2003

Founder, creative director and lead investor at IdentityOne. The roster of clients included Atlantic Records, Atomic Skis & Snowboards, Gravis Footwear/ Burton, General Motors, Red Bull, Volkswagen, Zed. Company grew to 23 people and 2mm in only 18 months.

Arnold Worldwide

1999 - 2000

Associate Creative Director and senior creative for the digital team at Arnold. Worked on American Legacy Foundation, EMC, Royal Caribbean, The Hartford, and Volkswagen of America.

Digitas

1998 - 1999

Senior Art Director on American Express, Dell Computers, Harcourt Publishing, Motorola plus lead the design team who built and designed Neiman Marcus's first online store.

Arnold Worldwide

1996 - 1998

Senior Art Director and head of the newly created interactive/ digital group. The mission for the team was selling these new digital capabilities to our current clients Bell Atlantic & NYNEX, Fleet Bank The Hartford, Volkswagen of America. Plus was on the team that pitched Apple.

Education

Tufts University/ SMFA
2009

Master of Fine Arts

New York University
2013-2014 ITP

Summer Session

School of the Museum of Fine Arts
2006

Post Baccalaureate

BostonUniversity
2003

Bachelor of Science