

Tim Shanley

Digital & UX Director

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I'm passionate about making beautiful things work. I have deep skill sets in information architecture, user experience, prototyping, web applications, responsive website design and development.

▼ Skillsets

User Experience (UX)
User Interfaces (UI)
Information Architecture
Sitemaps
Wireframes
Prototyping
Design & Layout
Code & Database
Branding
Iconography
Typography
WCAG 2.1 Accessibility
Front-end & Back-end Code
Wordpress Themes & Plugins
Email & Banner Campaigns

▼ Apps & Languages

Figma
Adobe Photoshop
Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Axure
Wordpress
PHP
HTML5
Javascript
CSS/LESS
MySQL/SQL
Git

▼ Clients

Sony
Kramer Electronics
BMW Financial
MINI USA
Wyndham Rewards
Choice Hotels
Perdue Farms
Butterball Foodservice
Campbell's
ThyssenKrupp Elevator
The Plastics Industry Association
The Sugar Association
Evian
Danone
Cambria
Coffeemate
J&J Snack Foods
Baltimore County

▼ Certificates

Google Foundations of UX Design
SharpSpring Certified User

Digital Art Director

Marriner Marketing Communications July 2019 - October 2024

As Digital Art Director, under the VP of Technology, I led a team of designers and developers in all things digital. I worked closely with other departments and clients to scope and define jobs, research and analyze web properties, and present findings. I created information architecture, site maps, wireframes, database structure and programming functional requirements. I created prototypes and final designs and led others in design and asset creation. When needed, I also threw my hat in the development ring. I took initiative to get the entire agency and clientele thinking about UX to meet business objectives.

Front-End Specialist

Marriner Marketing Communications May 2015 - July 2019

As Front-End Specialist, I both designed and developed websites, emails, banner ads, landing pages, animations, and interactive experiences. I helped with website planning and implementation. I collaborated with other creatives and developers to bring larger projects to market. I took initiative to create an intranet site for the agency to handle documents, presentations, onboarding, communications and more.

Front-End Designer & Developer

Words & Pictures Creative Service November 2011 - February 2015

As Front-End Designer & Developer, I designed & developed websites, emails, banner ads, landing pages, animations, branding, print materials and interactive experiences. I took initiative and created a bespoke, in-house, web-app for project management that greatly increased productivity and organization for client and agency work. To put it into perspective, the agency had previously been using a giant whiteboard to track ongoing projects.

Multimedia Designer & Developer

ThyssenKrupp Elevator / CEC April 2003 - June 2009

As Multimedia Designer & Developer, I designed and developed software solutions for touch screens, remote system monitoring and more. I designed and developed websites, print materials, branding, interactive experiences and web applications. I took initiative to create industry-leading advertising campaigns, helped a small team bring remote monitoring from the 80's into the 2000's, and innovated touch-screens in lobbies and elevators.

Assistant Art Director

Rodman Publishing April 2001 - February 2003

As Assistant Art Director, I was a production designer for a group of trade magazines making graphics, advertising banners, photo retouching and more. I led an initiative to bring each magazine online, for the first time, with their individual websites, updated monthly.

Digital Designer & Web Developer

Freelance January 2002 - Present

Throughout my career I've freelanced on the side or full-time. I've done branding, illustrations, iconography, websites, print materials, emails and more. I've worked with a wide variety of clients from large corporations to small non-profits.