

Timothy O'Donnell

DESIGN & CREATIVE DIRECTION

New York

timothyodo@gmail.com

718 753 4615 mobile

Experience

Design Director

New York, NY

Jan 2007 - Present

Johnson & Johnson Global Strategic Design Office

The Global Strategic Design Office was formed in late 2005 to give Johnson & Johnson a competitive advantage through design. As the Design Director for Baby Care from January 2007 through March 2010, I drove creative processes for brand identity and packaging design for the Johnson's brand of baby and adult products worldwide. Our redesign of the iconic Johnson's Baby portfolio is currently rolling out globally; other projects included a restaging of the Facial Care portfolio in EMEA (launching August 2010), and a revitalized line of adult colognes for Latin America. I also oversaw redesigns for regional Baby brands Penaten and Natusan, from Germany and Sweden respectively.

In late 2009, I began transitioning onto the Beauty Care business unit, with responsibility for the Clean & Clear brand. In addition to rolling out a portfolio refresh globally, we have just completed the brand's first foray into the body wash category, launching next year.

In addition to my brand-specific duties, I also co-produce a bi-annual internal lecture series, and partner with a strategist to grow our innovation pipeline.

Art Director, Creative & Marketing Services

New York, NY

New York magazine

Managed the 3-person department within the creative marketing group. Promotional projects included brochures, invitations, sell sheets, presentations, in-book advertisements, special sections, and event identity and collateral design for the magazine's first retail event, Best Bets.

Consultant

New York, NY

Sep 2001 - Mar 2006

Consultant Art Director

Major projects included website and print collateral design for stock photography firm Photonica; creative direction and design of the launch issue of Alternative Pick magazine; music packaging for BMG and Sony Music; and website design for NASA (Silver Medalist in I.D. Magazine's Interactive Media Design Review). Other clients included Condé Nast, the Times Square Alliance, and HBO.

Senior Designer (promoted to Creative Director)

New York, NY

Apr 2000 - Sep 2001

Razorfish

Lead designer on all aspects of Razorfish's corporate identity, from designing new logomark, identity guidelines and all related collateral, to overseeing its application on digital and printed formats for 17 offices worldwide. As Creative Director for Off-Air Creative, I oversaw design of promotional materials and print collateral for Broadcast clients.

Associate Art Director

New York, NY

Jul 1999 - May 2000

MTV Networks

Oversaw a talented staff of six in the Off-Air Creative department, on projects including MTV's voter registration drive, sales materials for cable affiliates, and the Video Music Awards.

Consultant Art Director

London, England
Jul 1998 - May 1999

Consultant

Freelance art direction for music packaging specialists Dolphin and Stylorouge for various clients, including HBO Films, Virgin Megastore and London Records.

Art Director

London, England
Aug 1994 - Jul 1998

v23 / 4AD Records

Art direction and design of music packaging and related materials for 4.A.D Records, Beggars Banquet, Interscope, Warner Bros., among others. Non music-related projects included magazine design for Ray Gun Publishing, corporate identity, book jacket design and motion graphics projects.

Education

BFA, Fine and Applied Arts

Rochester, NY
Sep 1987 - May 1991

Rochester Institute of Technology

Timothy O'Donnell

timothyodo@gmail.com

718 753 4615 mobile