Tim Sunderman

Senior Visual Designer

San Francisco Bay Area, CA

info@timsunderman.com • portfolio timsunderman.com • linkedin profile
linkedin.com/in/timsunderman

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visual design

info@timsunderman.com

415 640-1553

portfolio of work

timsunderman.com

I craft visual communication as a means to execute strategy that is meaningful and focused, engaging customer response with measured positive results. Over 20 years experience creating designs for Apple, Dell Technologies, and agencies has honed my insight to co-direct the customer journey on major projects. I have a broad skillset beyond just visual design, branding, and production. I have close familiarity and secondary experience with a range of roles like UX, web development, and asset management which allows me to facilitate the speed at which projects advance.

Uncompromising attention to the intricacies and details of visual presentation creates a harmony of message, so that good design is invisible design, and the viewer is only left with the clarity of the value proposition.

In a team member role, my priority is communication to foster a collaborative creative atmosphere. And I easily adapt to taking the lead when called upon, using my extensive experience as a college department head. Critical discourse is encouraged.

Whether integrating new skills like Generative AI into the workflow, or creating ways to make processes more efficient, there are certain constants of visual communication and design that are immutable, and I never lose that core in the churn of executing projects.

Dell Technologies
Senior Analyst, Visual Designer
2018-2024
As a Dell Digital Marketing Creative and UX team member, I contributed creative collaboration, visual design, UI, and production art to the Dell Technologies site.
• **Visual Designer** - lead designer for image and icon selection that would best convey the narrative of Dell Technologies pages while applying branding stylizations, occasional Gen AI, accessibility standards, and production specifications.
• **Asset Management** - lead to continually refresh the photographic and icon assets of our image library to be reflective of the evolving site messaging, prepare all metadata and make them available to the entire organization.
• **Technical Consultant** - primary contact to make recommendations and write guidelines regarding image quality standards as balanced against speed particularly in the deployment of Dynamic Image Builders. I was also asked to write the guidelines on the use of Generative AI in images.
• **Homepage** - create homepage assets in collaboration with stakeholders while providing design co-direction based on research analysis of customer behavior.
• **Process Innovation** - solved a disconnect between stakeholders and icon availability by providing a visual interface of the icon catalog that allowed a coded one-click link copy to place in the page component.
• **Interim Leadership** - in brief periods when the team's leader was absent, I took the initiative to lead team critiques and to create action items while openly including senior management in the creative dialogue.

bareMinerals
Full time
Senior Designer
2015-2017
As a Senior Designer at bareMinerals, I helped develop their homepage and campaign page narratives while also leading the process to train their designers in the transition to a responsive site.
• **Design Innovation** - I influenced the team to step back from just designing banner ads to looking at the entire page as an integrated whole and its sequencing including the patterning of negative space. There was an increase in online sales subsequently, but research to verify causes was not conducted.
• **Product Library Modernization** - organized entire product image library and established standards for naming, resolution, formatting, and cataloging resulting in faster product image access for the entire organization.
• **Color Technician** - matching cosmetic colors as they appear on skin to establish digital standards for products under a 5600K white light hood.
• **Liaison for New York Design Team** - primary design support for newly established design team in New York branch office to convey processes and specifications.

Apple
Full time
Content Production Studio Artist
2014-2015
Global Marketing visual content production for all Apple products and services using the most exacting production requirements in the industry. Highest-level disclosure on new products so that full campaigns are released the day of being announced like the Apple Watch.
• **Screen Team** - rebuild any screen image that may appear in the Apple site, keynote addresses, in-store collateral promotions, television, and any other medium at super high resolution so that the limitation of the pixels on, for instance, an iPhone at normal size can be enlarged on web or print without loss of sharpness.
• **Partner Promotions** - redesign banner ads for third party apps, products, and business partners that want to be showcased in Apple media like iTunes to fit our specifications.

employers and clients include
• Apple
• Dell Technologies
• Visa
• bareMinerals
• Twilio
• Bonobos
• X-Men
• Outside Magazine
• Elle Decor
• MasterCard
• Landor & Associates
• Games of Thrones
• Hilton Hotels
• Specialty's
• World Wildlife Fund
• Showdown SF
• Vhcle Magazine

education
BFA Design Illustration
Academy of Art University

University of Pittsburgh

Penn State University