

**BURLINGTON  
BEER COMPANY**  
CREATIVE DIRECTOR  
LEAD DESIGNER  
ILLUSTRATOR  
SUMMER 2018-PRESENT  
(REMOTE)

**UPSTATE OF MIND**  
CREATIVE DIRECTOR  
CO-FOUNDER  
LEAD DESIGNER  
SUMMER 2015-PRESENT  
(HYBRID)

**ASPHALT YACHT CLUB**  
SENIOR GRAPHIC DESIGNER  
NOV 2013 - MARCH 2015  
NEW YORK, NY | SAN DIEGO, CA

**GLAMOUR KILLS**  
JR. ART DIRECTOR  
DECEMBER 2012-DEC 2013  
NEW YORK, NY

**CONVERSE**  
GRAPHIC DESIGNER  
JULY 2010-DEC 2012  
NEW YORK, NY

**RALPH LAUREN**  
GRAPHIC ARTIST  
JULY 2009- JULY 2010  
NEW YORK, NY

## CREATIVE DIRECTION EXPERIENCE

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- Responsible for all consumer facing brand experiences for one of the fastest growing breweries in Vermont and New England
  - Lead Creative for all packaging and marketing materials with nearly 60 annual product releases
  - Assisted in the opening of the largest restaurant in Northern Vermont managing muralists, interior designers, and production artists
  - Responsible for internal and external promotional materials
  - Work with distribution and sales partners from 13 states
  - Design and Manage retail products with nearly \$200,000 in annual sales
  - Manage and Direct a small team of freelance and production artists
  - Oversee Social Media and Marketing initiatives - both internal and external
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- Co-Founder and Creative Director of a popular small apparel brand
  - Manage the design and art direction for products located in over 100 retail outlets throughout New York State and beyond
  - Manage budgets for production, marketing and sales
  - Designed and built a showroom and office for meetings and a small brick and mortar retail footprint
  - Design seasonal retail packages as well as curated releases with partners
  - Manage a team consisting of freelance graphic artists, marketing specialist and sales associates
  - Oversee digital media strategies through both social and traditional media

## INTERNAL BRAND DESIGN EXPERIENCE

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- Designed apparel graphics, patterns and layouts for a broad range of apparel
  - Designed and curated specific packages for national retailers including Zumiez, Tilly's, Buckle, Dillard's, TJX, Macy's, & Urban Outfitters to meet their specific needs
  - Built seasonal mood and inspiration boards for Senior Management and Partners
  - Collaborated with a wide range of celebrities, athletes and brand influencers
  - Oversaw product development including print and garment/trim manufacturing
  - Work directly with production facilities in China, Pakistan, and California
  - Developed seasonal line sheets, digital catalogues and graphic archives
  - Managed, organized and assisted a team of freelancers and illustrators
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- Designed and illustrated apparel artwork, patterns, and packaging
  - Designed and created marketing collateral for social media, print and online outlets
  - Design apparel graphics for juniors and young men
  - Built SMU programs for large retailers including Zumiez, Tilly's, and Urban Outfitters
  - Developed capsule collections for boutique retailers, artists, and musicians
  - Built seasonal color palettes, patterns and prints
  - Facilitated garment and print production with production team and global factories
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- Designed apparel graphics for both men's and women's brand division for both domestic retail and global markets
  - Developed and managed seasonal inspiration boards and presentations
  - Experienced in print, applique, embroidery, cut and sew, and various other applications
  - Responsible for tech-pack creation and production follow through
  - Traveled to print facilities in Mexico and Guatemala for product development
  - Worked directly with factory consultants in Turkey, China, Latin America, and Los Angeles

- Designed seasonal concept and merchandising selling tools with Senior design team
- Created and updated all and logo designs for the men's knits department
- Worked closely with senior designers and artists
- Assisted Brand Marketing team with show room and retail design

TIM FEALEY

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CREATIVE DIRECTOR  
GRAPHIC DESIGNER  
ILLUSTRATOR

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TIMFEALEY.COM  
FEALEY.TIM@GMAIL.COM  
518-423-2606

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## AWARDS

MULTIPLE REGIONAL ADDYS  
MULTIPLE CRAFT BEER  
MARKETING AWARDS

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## SELECT OTHER CLIENTS

BRANDON MAXWELL  
AMC NETWORKS  
FOOD NETWORK  
BAND-AID  
ESPN  
SNOOP DOGG  
AEROPOSTALE  
EQUAL VISION RECORDS  
HOPELESS RECORDS  
DOWNTOWN ALBANY

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## EDUCATION

BFA GRAPHIC DESIGN 2009  
THE COLLEGE OF ST. ROSE  
ALBANY, NY