

TIMOTHY



Brand and Creative Leader with 20+ years developing integrated brand experiences across enterprise technology and global consumer brands. I translate strategic positioning into cohesive visual languages—spanning events, campaigns, digital, environmental, and experiential platforms.

Experienced partnering directly with executive leadership to shape flagship programs and high-visibility initiatives. I balance impeccable graphic and design craft—ensuring every touchpoint aligns to brand voice, visual standards, and long-term scalability.

Known for confidently articulating creative vision, leading cross-functional collaboration, and protecting brand integrity while delivering innovative, human-centered design.

San Francisco, CA

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www.linkedin.com/in/timothymohr



timmodesigns.com *Independent Creative Director / Experience and Brand Designer '03 - Present | Global*

AUTODESK
AUTOTRADE
BENTON
BOSCH
CITY OF
BELLINGHAM
DKNY
DUETTO
FITZGERALD
GPJ.COM
MCKESSON
NVIDIA
SALESFORCE
REMY MARTIN
SURFRIDER
FOUNDATION
TASTY BITES
2600h7
VIEWSTREAM

Founded and led an independent creative consultancy delivering brand systems, print/digital design, and experiential design for global and emerging brands.

Directed end-to-end brand-led experiential strategy across trade shows, conferences, retail environments, launches, and mobile programs.

Developed brand frameworks, identity systems, and experiential platforms translating positioning into scalable physical and digital expression.

Led client-facing creative development including experience briefs, pitch strategy, and multi-concept solutions.

"Tim is a highly creative individual and an excellent "get it done" kind of guy. I would recommend Tim for any creative opportunity. He is a hard to find asset and would be a valuable addition to any creative group lucky enough to hire him."

Victor Amato - Design Director at Roku Inc.



HARTMANN STUDIOS *Creative Director 4/24 - 12/25 | Emeryville, CA*

ADOBE
APPLE
CROWDSTRIKE
ELASTIC
GOOGLE
HOME DEPOT
LINKEDIN
NFL
PAYPAL
RED HAT
SAMSUNG
SNAP-ON
TEMPORAL
TWITCH

Led brand and experiential programs valued at \$2-\$30+ million, directing cross-functional teams of 2-10 creative and production partners, spanning 3-9 months from ideation through execution.

Oversaw the evolution of visual language systems, translating conceptual brand narratives into scalable design frameworks—leveraging AI-assisted exploration where appropriate—deployed across events, digital experiences, environmental graphics, and multi-channel activations.

Delivered art direction and mentorship across 2D/3D disciplines and digital designers, aligning brand narrative, typography, and spatial storytelling into cohesive experience systems across digital and physical platforms.

Partner with account, strategy, and production leadership to align **brand ambition with feasibility**, applying AI-informed tools to strengthen collaboration, build trust, and win new business.

"Tim is one of the best experiential creatives in the game. I've worked with him at two agencies and enjoyed my front row seat to his design mastery in action. Strategic, brand-focused, fast, and able to think like both a producer and a creative on large scale builds, Tim is a rare breed".

Adam Feilmeier - President of Hartmann Studios



GEORGE P. JOHNSON *Senior Creative Director 6/14 -11/22 | San Francisco, CA*

AB INBEV
ACURA
ADOBE
AUTODESK
CAPCOM
CISCO
DISNEY
FCA
GILTE
GOOGLE
KYNDRYL
MADIA
NETSUITE
NISSAN
PIRG
SQUARE ENIX
SALESFORCE
SERVICE NOW
STEELBRICK
VOLVO
2K GAMES
WORKDAY

Creative Director and hands-on designer specializing in **brand strategy and brand expression** across print digital, environmental, and experiential platforms—including brand and event identities, graphic design and print production, advertising, UI/UX, 3D design, architecture, and interior environments.

Served as creative and brand lead across U.S. and global experiential platforms with annual budgets ranging from \$5-\$50+ million, directing multidisciplinary teams of 2-10 designers, strategists, fabricators and developers across environmental, graphic, and digital disciplines.

Led scalable experiential platforms deployed across 4+ global markets and dozens of cities, delivering flagship environments for events with 2,000-30,000+ attendees.

Maintained long-term client relationships spanning 7+ years, contributing to new business and expanded scopes.

Demonstrate versatility across industries—including automotive, sports, entertainment, gaming, and technology—adapting brand systems to diverse audiences, scales, and experiential contexts.

"I feel the best recommendation I can give Tim Mohr is that if challenged with an omni-channel brief that requires big thinking across media and mediums and could pick one person to partner with on the response, he would be my first phone call. He can think, design, build, and make happen - all with energy and creativity in service of delivering world class work. And he's a nice person, which matters"

Scott Burns - SVP Head of Creative at George P Johnson



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SWIRL Associate Creative Director 5/13 - 9/13 | San Francisco, CA



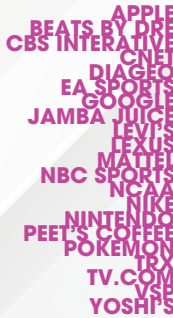
Led brand-led retail and experiential design for Microsoft Store initiatives, translating enterprise brand standards into cohesive in-store, event, and campaign systems.

Developed environmental graphics, retail displays, digital extensions, and integrated advertising campaigns across all retail markets—supporting featured Microsoft Store products while maintaining brand consistency.

Collaborated with producers and account teams to ensure creative consistency across multi-channel executions.



MKTG Studio Lead / Graphic Designer / 3D Designer / Design Director 1/06 - 05/13 | NYC and SF, CA



Launched the first MKTG office in San Francisco on 9/06, growing a creative team of myself to 4 full-timers and dozens of freelance and contractors across all mediums of creative, production, and fabrication.

Led brand design and experiential design for consumer and retail programs across national campaigns.

Directed creative and production across brand identity, retail environments, live events, mobile tours, and integrated marketing platforms.

Developed brand systems including visual centers, style guides, and experiential design standards.

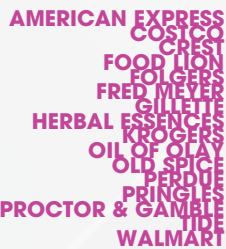
Managed and mentored internal and freelance teams across 2D, 3D, digital, and production disciplines.

Oversaw budgets, vendor sourcing, and client communication across complex multi-market activations.

Recognized for creative excellence and leadership, including Employee of the Year (2011–2012) and Employee of the Quarter (Spring '08, Fall '11).



SAATCHI & SAATCHI Art Director 12/04 - 01/06 | New York, NY



Designed brand-led retail and in-store marketing systems translating campaign strategy into cohesive physical environments.

Developed promotional systems, packaging, and retail display concepts aligned to national brand standards.

Collaborated across account and production teams to ensure brand consistency and executional excellence.

Recognized for creative excellence, including Employee of the Quarter (April 2005, August 2005) and International Employee of the Year (November 2005).



CORE EXPERTISE

Creative Direction, Vision and Design Leadership
 Brand Identity & Visual Language Development
 Typography & Graphic Craft Excellence
 Graphic Production
 Generative AI & Innovation in Design Workflows
 Event and Brand Strategy
 Integrated Campaign & Event Design
 Experiential & Environmental Platforms

3D Design
 Spatial Storytelling & Experience Architecture
 Team Leadership & Creative Operations
 Cross-Functional Collaboration
 Client Leadership & Executive Presentation
 Executive Creative Partnership
 Concept Development to Fabrication
 Production & Large-Scale Execution



Adobe Creative Suite | Sketch-Up | Figma | Midjourney | Higgsfield | Gemini PRO | ChatGPT PRO | Various Others
Microsoft 365 | Apple iWork/iLife | Google G-Suite | Workfront | Wrike



Western Washington University | 2002, B.S. Graphic Design | 2002, B.S. Environmental/Outdoor Education