

TIM SCULLY

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Tim Scully is an innovative Executive Creative Director recognized for his keen business acumen. He has successfully balanced strategic brand programs, developing both the creative framework and business blueprint. His experience exhibits a distinct and award winning track record in user friendly results driven business in the fashion, lifestyle and beauty industry. A front-runner and producer of social media centric marketing initiatives he currently brings signature inspired thinking and idea showmanship to the branded shopping experience.

HSN –

VICE PRESIDENT CREATIVE DIRECTOR – St. Petersburg, FL 2010 - PRESENT

Creative lead for all digital initiatives corporate-wide.

HSN.com is a top 10 most trafficked e-commerce site that creates a unique experience by leveraging content, community and commerce. In addition, HSN is an industry leader in transactional innovation, offering services such as HSN Shop by Remote®, the only service of its kind in the U.S.; mobile applications, including HSN apps for iPad®, iPhone®, Android™; and HSN on Demand®.

HALO WORLDWIDE – Consultancy

CREATIVE DIRECTOR/HEAD OF WEST COAST PRACTICE – LOS ANGELES, CA 2005 - 2010

Head of UX Design and West Coast lead for communications consultancy. Oversees the development of all strategic, creative, and interactive media solutions for a variety of projects that includes:

AYALOGIC GAMING: Responsible for company-wide UX design including branding, production, and information architecture of gaming application. Strategic planning on UI, developing, extranets, and intranets. Designed the master user interface for the company's central, single consolidated view of all available products and explorations. Interactive application allowed for inventory management and pricing descriptions that result in the electronic delivery of digital products to external parties and business partners. Supported content development and usability.

MICROSOFT: Art directed and produced live scripts and wireframes for Xbox gaming consoles.

UNIVERSAL MUSIC GROUP: Designed the master user interface for the company's central, single consolidated view of all available products and explorations. Interactive application allowed for inventory management and pricing descriptions that result in the electronic delivery of digital products to external parties and business partners. Supported content development and usability.

FANDANGO: Designed and directed the strategic enhancements to Fandango.com to promote deeper user engagement. Managed departmental directors, product managers, application developers, production staff, UX staff, information architects, design managers, user-interface designers, graphic designers, and quality assurance personnel. Client-facing role included new business development and managing vendor/service provider relationships. Assessed departmental strategy, research, reports and budgets; monitored profit and loss reports for the creative departments.

GSI COMMERCE/SMARTBARGAINS: Led development of a highly customizable, dynamic, and sophisticated eCommerce marketplace that resulted in the spin-off online retail brand Rue La La.

Oversaw brand development and established in-house style. Directed two photography studios and a team of stylists in two states for the art direction, merchandising, and commercial images of all luxury brands. Supervised staff of UX designers, graphic designers and photo editors.

BASESIX, INC – Digital Agency

CHIEF CREATIVE OFFICER - BOSTON, NEW YORK 1999 – 2004

Launched advertising/branding studio specializing in strategic online advertising, and collateral development across healthcare/wellness, finance, communications, and entertainment industries. Maintained a staff of 100 in Boston, New York, and Philadelphia with monthly billings exceeding \$1M. Key clients included: Johnson & Johnson, McNeil Pharmaceutical, National Geographic, Cinemax, HBO, AT&T Broadband, General Motors, GE Financial, Putnam Investments, MBNA, and Polaris Ventures. Personally responsible for winning more than \$20M in billings and raising \$5M in venture capital for business growth.

CAMBRIDGE TECHNOLOGY PARTNERS – Technology

CONSULTING CREATIVE DIRECTOR - NEW YORK 1998 – 1999

Led strategic positioning for major new product launch for McNeil Consumer Healthcare. Created, documented, and implemented online brand processes within the newly-formed creative department, and adapted it to existing methodology.

DIGITAS – Digital Advertising/Marketing Agency

SENIOR ART DIRECTOR - BOSTON, MA 1995 – 1998

Directed website launches for Fortune 500 companies including American Express, IBM, and Enron, as well as brand development for Adobe, L.L. Bean, and iVillage. Additional projects included: Family Education Network, Blue Cross Blue Shield of RI and NYNEX Big Yellow, News Corp., Fandango.com, and Logitech.

NEWS CORPORATION – Multi-Channel Media

ONLINE DESIGNER - BOSTON, MA 1995

Creative website designer for emerging online promotional and corporate properties under the 20th Century Fox/Fox Television umbrella that included: TV Guide, X-Files, Die Hard with a Vengeance, Power Rangers, Harper Collins, AOL Sports, AOL Health, America's Cup, and FX Apartment.

AWARDS

ADDY: Awarded by the American Advertising Federation

2007 – Gold Winner – Product Launch/Website Design: Logitech/ Vista Launch

2007 – Gold Winner – Website Redesign: Fandango.com

ETAII: Awarded by Drapers Internet Fashion Retailing

2007 – Push Email/Marketing Campaign: Smartbargains.com

MIMIC: Awarded by the Massachusetts Interactive Media Council

2001 – Website/Intranet Design: Ceridian Corporation

2001 – Website Design: HBO; CMGI; Ceridian; Polaris Ventures

1996 – Product Launch/Website Design: IBM's IntelliStation

WEBBY: Awarded by the International Academy of Digital Arts and Sciences

1996 – Website Design: Adobe Illustrator 7.0

1996 – Website Design: LLBean.com

EDUCATION

NORTHEASTERN UNIVERSITY – Bachelor of Science in Visual Media Design, 1988.