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TIM SUNDERMAN



Senior Visual Designer

BRANDING | UX | PRODUCTION ART | WEB DESIGN

The main focus of my work as a Senior Visual Designer has been to engage with UX teams to create finished iterative marketing assets and production work to the highest quality specifications in the industry at companies like Apple, Dell Technologies, and Razorfish Ad Agency. Extensive experience generating product-facing and brand-facing designs always with attention to brand guidelines. My work has typically been at the intersection of brand, UX, stakeholders, and developers allowing me to coordinate efforts and communication between cross-functional teams, and to suggest a number of process protocols leading to greater efficiency – from things as simple as asset naming conventions to component templates and icon language definitions.

UX roles have been part of larger site projects like Dell Technologies, bareMinerals, and Visa where, as a team member, we crafted the customer journey based on highly complex design systems. Most recently built out the Dell Technologies design system in Figma from primitives to tokens, variables, variants, and conditional modals, all the way to defined components with instructions for the design and dev teams to follow. Additional responsibilities have included presentations both for internal review meetings and even slides for the formal keynote announcement of the Apple Watch. There were also occasional print collateral projects like Apple banners for point-of-purchase displays and promotional items for bareMinerals.

All these projects have been built on my accumulated compositional, typographic, color, and design skills, expertise in Photoshop, Figma, Illustrator, and InDesign, as well as the necessity for accessibility and flawless accuracy in the speed of multiple iterations. But the one guiding factor that I never lose sight of is the priority of communicating the intended message to the intended audience.

KEY SKILLS

Visual Design | Responsive Web Design | Visual Design Systems | Branding | Production Art | UX | Generative AI | UI | Video Editing
Animation | Accessibility | Asset Management | Creative Project Management | Collateral & Print Design

TECHNICAL SKILLS

Adobe Creative Cloud | Photoshop | Figma | Illustrator | InDesign | Premiere | After Effects | PowerPoint | HTML | CSS
AEM (Adobe Experience Manager) | CAE (Collaborative Authoring Environment) | UAT Testing

PROFESSIONAL EXPERIENCE

REBELLION DESIGN CO, New York, NY 2024 - 2025

Senior Visual Designer

Work with UX team to elaborate on branding and visual design, design systems, image selection and licensing, web page designs through production board and hand off to developers.

- Use Figma to create design system from font ramp to brand palette and image specs by defining primitives, tokens, variables, and variants for Fortune 100 company.
- Generate production boards while managing image licensing and tracking across multiple jobs simultaneously.
- Collaborative development of messaging and visual support.
- Image customization using generative AI with highly constrained guard rails based on copyright limitations.

DELL TECHNOLOGIES, San Francisco, CA 2018 - 2024

Senior Analyst Visual Designer

Primary creator and designer of Dell Technologies site imagery driving branding, UI, and production art in close creative collaboration with UX team, stakeholders and web developers.

- Site design modifications measured to show significant improvements in customer engagement, scroll depth, and lowered bounce rate.
- Collaborate on page designs and developing design system with UX team.
- Lead Visual Artist for Dell Technologies homepage with collaborative redesign research showing a 17 percent increase in customer engagement.
- Modified and created hundreds of icons to form a cohesive visual language and modernized the asset library for the Marketing department saving significant time for stakeholders and other designers to find appropriate assets.
- Led team critiques and created action items, while including senior management in the creative dialogue.
- Primary contact to make recommendations and write guidelines regarding image quality standards balanced against speed, particularly in the deployment of Dynamic Image Builders resulting in twenty percent faster page load times.
- Selected to write guidelines on the use of Generative AI in images.
- Used AEM and CAE to assist web developers in executing page construction helping to bridge the communication divide between UX and Web Dev.

BAREMINERALS, San Francisco, CA / New York, NY 2015 - 2017

Senior Visual Designer

Led the design team in the adoption of responsive site design while concurrently creating web pages, banner ads, email campaigns, social assets, UX, and providing collaborative guidance in developing the brand visual standards.

- Led creative team in the redesign and execution of bareMinerals responsive website which showed a 6 percent increase in mobile online sales in the first month after launch.
- Developed branding and integrated into existing identity.
- Designed Ecomm banner ads, retail channel ads, email ads, and printed collateral promotions.
- Modernized the product library, creating and establishing standards of imagery.
- Liaison between Creative team and IT.
- Performed UAT testing and site problem solving.
- Created exacting method of color correction to product matching.

RAZORFISH AD AGENCY, San Francisco, CA 2015

Senior Designer (Contractor)

Brought in to assist with the redesign of the Visa site, UX, creating visual assets, developing a method of cataloging and tracking assets while collaborating on the development of wire framing.

- Assisted with the redesign of the Visa website, interpreting the branding style guide and copy decks for page layouts, and assessing and organizing the completion of all pages.
- Worked with InVision comping software to resolve issues prior to client UAT resulting in unusually high client satisfaction scores (final research numbers undisclosed to me).

APPLE, Cupertino, CA 2014 - 2015

Content Production Studio Artist

Collaborated on the creation of hundreds of site banner ads, presentation slides, partner promotions, and in-store printed collateral designs for Apple.

- Designed and executed pixel-perfect projects for with Global Marketing to the highest standards in the industry.
- Rebuilt the device screen images for Apple's website, Keynote addresses, and banner ads for web, including Apple television ads and in-store promotions.
- Worked with advertising images for iPhone, iPad, iTunes, Mac desktops, Apple Watch, and third-party promotions.

ADDITIONAL RELEVANT EXPERIENCE

SILICON VALLEY COLLEGE, Emeryville, CA
Director of Education

HEALING TIMES MAGAZINE, Berkeley, CA
Art Director

VHICLE MAGAZINE, Oakland, CA
Editorial Writer

FREELANCE CLIENTS INCLUDE
Landor and Associates
World Wildlife Fund
Twilio
Bonobos
Hilton Hotels

EDUCATION

Bachelor of Fine Arts (BFA)
Design Illustration
ACADEMY OF ART UNIVERSITY