



Tim Kordik Design + Creative Direction

Contact

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Broomfield, CO
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Education

California State University at Long Beach
Bachelor of Fine Arts
Visual Communication
Cum Laude Academic Honors

Additional portfolio work and references available upon request. Recommendations and endorsements can be viewed at www.linkedin.com/in/timkordik

Nutrislice Broomfield, CO

Creative Director
Jul 2015 - Present

Lead product designer for all Nutrislice core digital offerings: Digital Menus, Signage, and Online Ordering. This includes UI and UX design for both front-end and back-end admin tools and dashboards as well as the complete re-design of the digital menus front end experience (responsive Web app and native apps). Ownership of the Nutrislice brand, which includes company logo re-design, all printed and digital sales collateral, video production, trade show booth design and collateral, two separate re-designs of Nutrislice.com, digital signage templates, and custom digital signage content.

Datalogix Westminster, CO

Senior Designer
Aug 2014 - Jul 2015

The first designer hired into the company and tasked with the creation of a B2B-focused in-house creative team. Hands-on design work for print and digital sales collateral to support key business verticals (Automotive, CPG and Retail), graphic design for office fixtures (walls and doors), and t-shirt design for promos and swag. Social media graphics and landing page designs as well as C-suite presentation design and UI design for desktop-focused, client-facing analytics dashboards.

Precor Woodinville, WA

Senior Designer
Jul 2011 - Aug 2014

Responsible for brand-driven design and production of B2B and B2C online and printed materials, advertising, point-of-sale, merchandising, trade show, on-product instructional illustrations, and managing a small team. UX and UI design for Precor.com (desktop and mobile sites), AMTfitness.com, and Preva.com microsites. Lead art director for multiple studio and on-location photo and video shoots for commercial and home fitness products.

Amazon.com Seattle, WA

Sr. Visual Designer
Jan 2009 - May 2011

Visual design lead for Kindle device merchandising and cross-platform products. Some key responsibilities include: robust web module design, on-site and off-site merchandising, icon development, and display advertising campaigns. Notable successes include original UI design and icons for early versions of Kindle for iOS, Mac and PC, Kindle exclusive eBook cover design for Stephen King's "UR", design of \$25 and \$50 Kindle retail gift cards, and the redesign of the Stanza iOS app icon. Additional responsibilities include CEO level Keynote presentation design and all art direction for (e-Ink) Kindle product and lifestyle photography.

Contract Designer
Oct 2008 - Jan 2009

Responsible for design and production of large-scale Flash display A/B tested advertising campaigns for placement on multiple ad serving networks and the Amazon Associates Network.

Rocketdog Seattle, WA

Senior Designer
Sept 2005 - Oct 2008

Responsible for graphic and visual design (from concept to production) of print, interactive, and brand development projects for local and national clients. Clients include, but not limited to: Girl Scouts of the USA, LucasFilm, GenCon, Medio Systems, Microsoft, Partners International, The Moyer Foundation, Premier Communities, Puget Sound AMA, and GE Healthcare.

Technical Skills

Advanced Knowledge:

Adobe CC: Photoshop, Illustrator, InDesign, Acrobat Pro, and Bridge. Sketch, Camtasia, Mac OSX, iOS, Apple Keynote, Microsoft Office, Google Docs, Slides and Forms.

Intermediate Knowledge:

Flash, HTML, CSS, Adobe Premiere Pro, Windows OS, photographic color correction and re-touch, Pardot, MailChimp, WordPress, and Google Analytics.

Freelance + Contract Clients

Precor Inc.
Oblique Design
Microsoft XBOX Ad Business Group
Laughing Dog Brewing Co.
Selkirk Abbey Brewing Co.
Hi-Fi Brewing Company
Triplehorn Brewing Company
West Coast Corvettes
RainierTek Consulting
Scott Berkun (Author)
Susan Ford Collins (Author)
Tom Rogers (Author)
Sound Family Medicine
Calvary Chapel Pacific Coast
Talio Inc.

Publications + Awards

CMYK Magazine
Printing Control Graphics:
Diamond Award March 2008
LogoLounge 1 (2006)
LogoLounge 4 (2008)
LogoLounge 5 (2009)
LogoLounge 6 (2011)
LogoLounge 8 (2014)
2012 Precor Pinnacle Award
Society for Technical Communication:
2014 Award of Excellence