



TIM FELDGES

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Portfolio: <https://www.tf-creative.com>

Summary:

I am a strategic designer with a proven record of developing visual promotional design for nationally and internationally recognized brands. Visual Merchandising Design - Point of Purchase Display - Environmental Design - Package Design - Industrial Design

Experience:

PRINCIPAL - Contractor - TF Creative Milwaukee, Wisconsin - 2022 – Current

- I provide strategic creative direction and design contract consulting for corporate brand scalability.
- Working knowledge in project and project management, packaging design, visual merchandising and experiential design
- Highly experienced with hands on retail environments, Trade Show Design, and 3D Visualization for large scale events.
- Provide detail and assist in the procurement for POP design to clients, ensuring alignment with brand objectives.

CREATIVE DIRECTOR - DÉCOR – GSP Retail Clearwater, Florida - 2020 – 2022

- Prepared cost estimates, budgets, and worked timetables with associate managers and directors.
- Designed and procured products to outsourced vendors, facilitated scrums with direct reports for team project meetings.
- Supervised and managed installations with installation technicians, contractors and architectural vendors.
- Tracked expenses prepared reviewed and delivered all related customer contracts for legacy and new store remodels.

SR. CREATIVE DESIGN MANAGER - Kohl's Milwaukee, Wisconsin - 2013 – 2019

- Design Engineering for store shop innovation as a core competency, speed to market, and quality assurance.
- Worked with brand clients and fixture vendors to streamline store design and fixture roll out programs.
- Provided detailed drawings and specifications from beginning to completion for fixture display that meet brand guidelines.
- Delivered cutting edge design direction to internal partners for architectural interiors, store fixtures, visual merchandising.

MANAGER VISUAL MERCHANDISING DESIGN - Caleres St. Louis, Missouri - 2005 – 2012

- Designed POP Displays for retail partners that were rolled out to wholesale markets such as Macy's, Bloomingdales etc.
- Established brand visual standards for retail store fixture design that streamlined the in-store experience.
- Provided design specifications for specialty global store retail locations with franchised international partners.
- Collaborated with the in-house marketing and creative teams to ensure visual environmental brand standards.

DESIGN ENGINEER MGR. - L.C.E. Inc. - Construction Equipment St. Louis, Missouri - 1997 - 2004

- Designed and produced all print and online marketing collateral to promote corporate identity and visual standards.
- Communicated design drawings to vendors for parts and equipment manufacturing in the United States, and China
- Successfully managed new customer relations by tracking new business opportunities domestically and global.

Education:

- Undergraduate Theater / Set Design - Southeast Missouri State
- AFA – Design - Meramec College - St. Louis Missouri
- Top Solid 3D CAD Software development and training - Independent studies, training and sales - Missler, Lyon, France

Skills - Materials - Experience:

- Experienced in project management, POP display and retail fixture design for B2B and B2C. brands.
- MDF, Wood, Metal, Glass, Acrylic, Paper, 3D Printing, Injection Mold, PVC, Heat Form, Textiles and Color Materials.

Brands:

Amazon - Via Spiga - Anheuser Bush - Verizon - Naturalizer - Universal Studios - Converse - Samsung - Levis
Wenger - Ralph Lauren - Dr. Scholl's - Axis Display - Jameson - Burton Studios - Fiserv – Mapco.

Software:

Solid Works, AutoCAD, Autodesk Inventor, Revit, Top Solid, Adobe Photoshop, Illustrator, InDesign, Dimension
3DStudio, Sketchup, Vray, Key Shot, Lumion, Twinmotion, Microsoft Office, Excel, Power Point, Smartsheet's.