



TIM FELDGES

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

Summary:

Strategic, multi-disciplinary creative leader with proven success delivering brand-driven retail, experiential, and promotional design for national and global brands, Strong concept development and end-to-end execution across multiple design disciplines.

Experience:

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

- Project management, vendor procurement, logistics, and pre/post-open site support with fabrication partners.
- Oversee operational readiness, for retail visual merchandising, and interior design journey strategy.
- Provide 3D rendering visualization for experiential events, retail store design, POP displays and pop-ups.

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

- Directed retail installations to ensure fixtures and visual elements were completed according to established timelines.
- Coordinated cross-functional teams to deliver fixtures, graphics, and visual elements on schedule and within budget.
- Managed team estimating, budgeting, and client contract-compliance documentation for retail remodel projects.

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.

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

- Developed and implemented visual standards and retail design systems across retail and wholesale markets.
- Provided design specifications to construct specialty global store retail locations with franchised international partners.
- Collaborated with the in-house marketing and creative teams to create visual environmental brand experiences.

Education:

- BFA Theater / Architectural 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

Core Expertise:

- Environmental & Experiential Design
- Budgeting, Cost Tracking & Contract Oversight
- Vendor & Cross-Functional Coordination
- Retail Store Design, Pop - Ups & Fixture Procurement
- Digital and Print Design Production
- 3D Visualization, Animation & Technical Drawing

Software:

Solid Works, Inventor, AutoCAD, 3DStudio, Adobe CS, Figma, Sketchup, Key Shot, Twinmotion, Lumion, Microsoft Office, Workday, AI learning