

# Timothy Letscher

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## SUMMARY

Accomplished executive, entrepreneur, consultant and digital designer with 15 years of creating visually smart and intuitive interactive experiences for SMB firms and Fortune 500 clients seeks a lead role designing internet solutions, interactive conversations and rich media applications that deepen the impact of user experiences and client results.

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## COMPETENCIES

- Strategy formulation for integration of interactive solutions into multi-channel marketing programs
- Leadership in a user experience team with a vision to create innovative online experiences that meet business, project, and design goals
- Creative approach to results-driven solutions
- Extensive experience developing innovative user interfaces and interaction styles resulting in improved user productivity, discoverability and simplicity

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## EXPERIENCE

### **HAMILTON PARTNERS, INC., Healdsburg, CA**

**2005-2009**

*Private, mid-tier marketing firm of 17 years specializing in the creation of brand-building, digital solutions for Fortune 100 clients*

#### **Interactive Director**

- Owned final design of repeatable solutions targeting specific client goals from inception to delivery including all facets of client presentations, working sessions and final deliverables across program management lifecycle
- Directed interactive design teams and led activities throughout project lifecycle including client solution concept, information architecture, user experience strategies, interface design, brand integration and final design deliverables
- Managed successful delivery of several solution designs increasing site usage, enhancing brand loyalty and exceeding client goals for HP, Microsoft, Clos du Bois, Black Box Wines, snapfish and mycardmaker

### **MOJO UNLIMITED, LLC, Chicago, IL**

**2000-2004**

*Growth-stage venture specializing in brand identities, commercial web site design and interactive marketing media development*

#### **Principal/Creative Director**

- Led creative direction for company and major client engagements as one of three partners in firm; formalized company's 4-D consulting methodology, delivery assets, account management practices and revenue models
- Consulted with clients on brand strategy, creative marketing, information architecture design, site experience and usability; delivered branding communications including websites, identity systems, collateral and package designs
- Originated accounts including Foote, Cone & Belding (BlueCross BlueShield, Boeing, John Deere), Quaker Oats (Gatorade), Crate&Barrel, Roche Pharmaceuticals and SCA Thermosafe; managed established accounts with Peerless Industries, Bridgeview Bank Group and Cornerstone Management

### **FOOTE, CONE & BELDING, Chicago, IL**

**1994-1999**

*One of largest global agency brands serving over 100 countries with 190 offices and billings exceeding \$8 billion worldwide in 1999*

#### **Worldwide Design Director**

- Designed, integrated and implemented FCB's new global brand unifying fragmented, worldwide agencies in first three quarters of 1999; delivered FCB's inaugural website, external business collateral and digital communications
- Led creative branding and redesign of Gatorade site over 3 years introducing interactive games, user polls, ad banners and profitable eCommerce capability for selling brand merchandise and complimentary product offerings
- Developed branded, print-based materials including logo design, print ads, billboards, packaging and marketing collateral for Kraft, Coors, Snapple and SC Johnson; carried Snapple brand from print to digital media campaigns

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## CONSULTING

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**EMC CORPORATION:** Designed EMC University's brand identity system, organizational logo, internal intranet site and eLearning interfaces for enterprise-wide use with EMC employees, channel partners and customers worldwide

**INTERNAL REVENUE SERVICE:** Developed self-paced, eLearning solutions for the Small Business Self-Employed Business compliance practice; designed user interfaces and programmed SCORM-compliant code in DHTML and JavaScript

**DISCOVER FINANCIAL SERVICES:** Developed internal communications strategy for Discover's company-wide, performance management program including HTML email blasts and interactive, Flash-based program presentations

**OFFICEMAX:** Designed web banner advertising for OfficeMax's online "Rubberband Man" advertising campaigns

**MODERN RETAIL:** Designed eCommerce solutions for Modern Retail brands including Urban Minx, NV Clothing and Lavender Boutique; consulted on repeatable, custom solution designs for translating boutique brick-and-mortar stores into online presence

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## PORTFOLIO

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Online Portfolio available for interaction: [www.timletscher.com](http://www.timletscher.com)

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## EDUCATION

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**BFA,** *Bachelor of Fine Arts in Design*, UNIVERSITY OF NOTRE DAME, 1990