

TIMOTHY STRUDWICK CREATIVE DIRECTOR

15+ years hands-on creative experience in the luxury lifestyle sector. I love to build brands that connect with their audience & to lead inspired creative teams to excel in their strategic/ conceptual thinking & execution. I believe passionately in relevant brand storytelling, while excelling at creating work that connects with people in a rich & meaningful way.

EXPERIENCE

Equinox, New York City

Senior Creative Director. 2013—Present

Manage and build in-house team from 7 to 20+. Oversee the launch of 8 new businesses. Developed omni-channel brand, photo and content strategies, asset libraries, style-guides & brand-books. Collaborate with cross-functional teams in developing new work-flow processes. Creative lead on global ad campaigns & award-winning digital experiences. Lead in-house creative team in partnership with agencies of record. Manage multi-million dollar yearly budget.

International Polo Academy, London

Freelance Art Director. 2012—2013

Launched brand identity and style-guides. Oversaw digital/print design for communications. Managed creative freelance staff (copywriters, designers & developers), while partnering with Marketing to define processes, schedules & strategic execution of seasonal calendar.

T-Tech by Tumi, New York City

Consulting Creative Director. 2012—2013

Consulted and led global re-branding of T-Tech by Tumi through advertising campaign, packaging, printed collateral, digital assets, store & showroom design.

Tumi, New York City

Art Director. 2009—2012

Directed creative team on the execution of global advertising campaigns, packaging, digital/ print collateral and communications. Managed and mentored designers, freelancers and web product team.

Mother Heroic, New York City

Art Director. 2004—2013

Concept and produced seasonal campaigns, packaging, brand identities, style-guides and digital/ print collateral. Lead Art Director on photo shoots, talent casting and project budgets. Clients: Levi's, Ports 1961, Nancy Gonzalez, Bacardi, Puma, Interview Magazine, David Yurman.

Lipman, New York City

Production Designer. 2007

Production for fragrance packaging, brand-books and style-guides. Clients: Burberry, De Beers, David Yurman.

Voyage, London

Visual Merchandiser/In-House Stylist. 2003—2004

Oversee visual direction of boutique windows. Partner with publicists and stylists for celebrity clients and red carpet events.

Australian Transgender Support Association, Brisbane

Graphic Designer, 2001—2002

Design and development of government funded website addressing suicide for trans youth.

EDUCATION & AWARDS

Queensland College of Art, Brisbane, Australia

Bachelors, Design and Photography. 1997—2000

2017 In-House Agency Forum: 1x Bronze
2015 The One Show: 1x Silver, 2x Bronze
2015 Cannes Lions: 2x Gold, 1x Silver, 1x Bronze
2015 Andy Awards: 1x Silver
2015 D&AD: 2x Wood Pencils, 1x Graphite Pencil
2015 Art Directors Club: Merit.

SKILLS

Brand & Content Strategy / Team Development / Photo Shoot & Video Direction / Branding & Identity / Typography / Packaging / Print Production / Adobe Creative Suite / Keynote

CONTACT

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