

TIMOTHY DEEGAN

Creative Director | Designer | Illustrator

<http://www.timothydeegan.com/>

td@timothydeegan.com

540.336.2823

SUMMARY

Dynamic player-coach style creative leader with over 25 years of experience in designing visually captivating digital experiences. Skilled in providing outstanding solutions across various industries, combining creativity, technical skill, and strategic thinking. Experienced in guiding and collaborating with cross-functional teams to turn complex concepts into engaging visual stories.

COMPETENCIES

Professional Skills

Language: English | **Process:** Agile, Waterfall | **Research** | Design Thinking | Mentoring | Design Operations | Journey Mapping | Discovery | Business Goals

Technical Skills

Design: Systems, Product, Service, Prototype, Editorial, Marketing, Mobile & Web | Motion | Wire Framing | Interaction | Branding | Illustration | Iconography

PROFESSIONAL EXPERIENCE

Jan 2022 – Feb 2024

Principal Member of Technical Staff / Designer – Oracle, Reston, VA

(A-Team / TINNO)

- Transformed complex customer data into intuitive visual dashboards using Figma, directly influencing executive multimillion-dollar decisions.
- Led end-to-end project lifecycle management from concept through deployment for multiple dashboard initiatives, ensuring timely delivery and high stakeholder satisfaction.

Jun 2020 – Jan 2022

Principal Designer – Oracle, Reston, VA

(NAA SE – Xlab)

- Designed and developed custom pre-sales prototypes using Axure and Figma, accelerating customer decision-making and contributing to a 15% faster sales cycle.
- Supported talent acquisition and onboarding, expanding team by 4 diverse professionals who maintained a 100% on-time, on-budget delivery record.
- Spearheaded project lifecycle management for high-impact design initiatives, utilizing Agile methods to consistently deliver projects on schedule and on budget.
- Managed project lifecycles from initial concept through to completion.
- Conducted workshops and collaborative design sessions with multidisciplinary teams, achieving a 95% project success rate and streamlining cross-functional efforts.

Mar 2014 – Jun 2020

Sr. Sales Consultant / Designer – Oracle, Reston, VA

(NAA SE – Demo Engineering)

- Led the creation of impactful pre-sales demos that showcased design's influence, resulting in a 15% increase in team adoption of visual strategies across NAA.
- Developed compelling mobile and web prototypes using Axure and Invision, enhancing client engagement and increasing product demonstration effectiveness by 20%.
- Boosted contract win rates by 12% by implementing user-centered design strategies, ensuring alignment of visual assets with client needs, and refining presentation flow.
- Strengthened team diversity by actively contributing to recruitment and onboarding, leading to a 100% on-time and on-budget project delivery record.
- Directed full project lifecycle for complex design projects from ideation to launch, utilizing Agile workflows to achieve consistent on-schedule project completions.
- Enhanced project outcomes by facilitating cross-functional design workshops, improving team collaboration and achieving a 95% project success rate.

Sept 2013 – Mar 2014

Principal Design Contractor – K12, Reston, VA

(ELT Group)

- Developed and executed design strategy and visual processes across multiple educational applications, enhancing educator transparency by 30%.

May 2013 – Sept 2013

Principal Design Contractor – Administrative Office of the United States Courts, Washington D.C.

- Delivered UX, visual design, and front-end development for the JENIE portal, enhancing accessibility and user experience through responsive design, reducing bounce rates by 15%.

Mar 2012 – Feb 2013

Creative Director – Pure Matters, Herndon, VA

- Led a multidisciplinary design team in establishing a cohesive design strategy, elevating brand awareness and achieving a 20% increase in customer engagement.
- Drove alignment of business goals with customer needs, optimizing the Pure Matters brand to increase market reach by 18% and improve customer satisfaction scores.
- Streamlined project intake workflows, achieving a 15% production boost by implementing standardized checklists and quality control measures across design projects.
- Optimized shopping and checkout processes using A/B testing and user feedback integration, resulting in a 18% increase in conversion rates for the Pure Matters brand.

Apr 2010 – Mar 2012

Interactive Art Director – Forum One, Alexandria, VA

- Lead interactive internal design team creating engaging data driven solutions.
- Utilize best design practices, client goals and innovative thinking for prominent non-profit & government organizations including, Robert Wood Johnson Foundation, The Pew Charitable Trusts, & EPA.

Jan 2010 – Dec 2012

Adjunct Faculty – NVCC Loudoun Campus, Dulles, VA

- Introduce basic web page design elements of typography, imagery, and color to create effective layouts.
- Teach organization of materials, sketching and concept development, site planning, and various methods of construction for open-source CMS.
- Utilize Blackboard creating online syllabus for two classes.

Aug 2007 – Jan 2010

Art Director – America Online, Dulles, VA

(eCommerce)

- Directed team of visual designers for AOL channels, Shopping, Careers, Personals, and Mobile Desktop.
- Increased unique visitors by 20% or more, cut download times by 45%, reduced bounce rates by 13%.
- Innovated design production saving time by 33%, improved content scalability while ensuring world-class user experiences.
- Provided a creative, inclusive work environment for my design team. Nurtured cross collaboration with UI designers, developers, business leads and upper management.

Full work history can be found at www.linkedin.com/in/timothydeegan74

EDUCATION

BFA 2D Fine Arts / Computer Graphics

Bowling Green State University – Bowling Green, OH

INDUSTRY EXPERIENCE

Advertising, Athletics, E-commerce, Education, Entertainment, Finance, Government, Healthcare, Hospitality, Manufacturing, Supply Chain, Travel.

HONORS

FY21 Q1 Transformation Award

Oracle, NAA SE – Xlab

FY18 Q1 Transformation Award

Oracle NAA SE – Demo Engineering

Design for America, Visualizing Community Health Data

Forum One / CountySinsRankings.org

Web Award, Best Advocacy Website

Forum One / CountySinsRankings.org