

Tim W. Garfield

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Senior Graphic Designer & Illustrator

Visual Communications • Technical Illustration • Brand Identity • Environmental & Exhibition Design

Senior designer and illustrator adept at making complex information visually clear — across branding, technical illustration, presentations, environmental and exhibition design, in both digital and print media. Works closely with clients to problem-solve, consult and advise. Equally comfortable producing hands-on work and mentoring other designers.

Professional Experience

Owner/Operator

Coloursfly Design: 6/1995 – Current *Houston, TX*

- Designed large-scale environmental and trade show graphics, applying human-scale sightline and viewing-distance principles, and planned and produced print-ready and digital files.
- Created multiple web sites and corporate identity suites
- Designed product development graphics, environmental graphics and wayfinding systems
- Created interior and exterior signage, exhibition/display graphics, brochures and events collateral
- Designed magazine ads, posters and billboards
- Co-developed Nalco Energy Company brand with in-house marketing team and created brand standards manual
Clients include Oil & Gas / energy companies, corporations, retail stores and event management firms.
Nalco Exxon Company, Flotek, Gexa Energy, PreCash, Houston Livestock Show and Rodeo, Suez, Wartsila, and Houston Grand Opera

Senior Marketing Director - Central Division & Canada

Newmark- 07/2025 - 08/2026 *Denver, CO*

- Partnered with internal clients to solve communication challenges and translate complex information into clear, compelling visual presentations
- Developed visual concepts, graphics and messaging for pitches, presentations and marketing communications
- Developed creative strategies, recommendations, timelines, objectives, and quality control
- Led, coached and developed a team of designers across all lines of business, providing guidance and mentorship
- Applied “Pitch To Win” methods, strategies and rehearsals with a focus on differentiation, positioning and storytelling
- Collaborated cross-functionally with global leadership, division directors and research teams
- Implementation of Perplexity and Claude, significantly improving design times, map building and data collection

Senior Marketing Manager & Senior Designer

CBRE- 02/2011 - 09/2024 *Houston, TX*

- Translated complex concepts and data into clear, accessible visual communications
- Created custom illustrations, brochures and web sites for national clients
- Focused on design principles, typography, color theory, and layout techniques to create visually compelling and effective designs.
- Partnered with global leadership on strategic methodologies, best-in-class solution-centric graphics and presentations
- Managed proposal projects from inception to delivery, including presentation design and coordination of resources to ensure alignment with client needs and expectations
- Applied strategic and conceptual design solutions supporting business goals and objectives
- Demonstrated leadership skills in guiding and mentoring junior designers and collaborating effectively with cross-functional teams.

Senior Designer/Team Leader

FMG Design 6/2007 – 6/2009 - *Houston, TX*

- Environmental Graphic Design, Branding and Visual Communications, Schematic Design, Design Development, Location Plans and Message Schedules in all aspects of EGD. Clients include Wachovia, West Ave., Hess Corp, Northeast Georgia Medical System, Georgia Aquarium, Global Physics Solutions
- Oversaw interactive wayfinding design, environmental graphics and implementation
- Audited designers' files for accuracy, photo color corrections, and imaging digital files for film and plate setting, supporting 6-color sheet-fed and web presses

Lead Web & Print Designer

Memorial Hermann Healthcare System

8/1998 – 6/2007 *Houston, TX*

- Designed and implemented the systems processes for on-line Internet applications with focus on user experience, internal and external product development/deployment
- Created and supported designs for Corporate Marketing, vendors, and physicians
- Designed, co-developed and managed the Memorial Hermann Web presence (memorialhermann.org)
- Designed, co-developed and managed all seven Memorial Hermann Intranets, both Corporate and Clinical
- Designed on-screen interaction visuals for patient kiosk portal
- Designed all print collateral supporting web and interactive initiatives

Skills:

Design & Illustration: Graphic Design, Visual Communications, Technical Illustration, Brand Identity, Environmental Graphics, Exhibition Design, Wayfinding, Supergraphics

Creative Development: Concept Development, Visual Storytelling, Information Design, Presentation Design, Proposal Design, Brand Guidelines & Style Guides

Leadership & Collaboration: Client Consultation, Creative Direction, Project Management, Team Leadership, Mentoring, Cross-Functional Collaboration

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, After Effects, FireFly, Express

Microsoft 365: Teams, SharePoint, OneDrive, PowerPoint, Excel, Outlook

Education

- Associate of Applied Arts in Visual Communications and Advertising Design, Art Institute of Houston
- O and A Level Oxford Syllabus Academics, Royal Merchant Navy College – Berkshire, United Kingdom.