

TOM BRISTOL

Creative Director – Visual Designer – Brand Manager

652 S. 298th Street, Federal Way, WA 98003 • (406) 579-2040 • tbristoldesign@gmail.com • Portfolio: tombristol.com

CAREER OVERVIEW

Creative director and people-focused manager with 20 years experience building brand systems and campaigns that move the needle – faster output, stronger recognition, real business results – across in-house, agency, and freelance work. I partner with executive leaders to turn strategy into clear creative direction, and I lead cross-functional teams, mentor designers and writers, and scale output without losing craft. Just as invested in community as I am in the work: ongoing volunteer and public service in the arts.

RELEVANT EXPERIENCE

BRISTOL DESIGN – Founder, Creative Director

Aug 2025 – Present

- Rebuilt the Seattle Convention Center website: full content audit, new booking system for event planners, consolidated visitor policies, illustrated campus maps. Site traffic up 26%, time on site doubled, form submissions up 3x YoY.
- Directed multi-channel campaigns as a subcontractor for Hubbell Communications and their clients in sustainable forestry, green energy, and public infrastructure.
- Branded manufacturing startups across Southern California and Texas – investor decks, websites, and brand assets delivered fast for first-round funding.
- Built a streamlined design-to-development workflow using modern AI tools for rapid web turnaround.
- Maintained consistent monthly revenue and client workloads with a second business and a volunteer city commission seat.

CITY OF FEDERAL WAY – Arts Commission Chair

Feb 2025 – Present

- Chair monthly commission meetings advising Federal Way City Council.
- Coordinate with city staff and commissioners on free public events: annual art exhibition, gallery openings, live performances, community tabling.
- Directed the rebrand and marketing for the 4th Annual Arts Explosion – attendance doubled, artwork sales for local studios up 4x YoY.
- Simplified the grant application process for nonprofits seeking public art funds.

UNINCORPORATED – Creative Director

Oct 2023 – Aug 2025

- Partnered with science and higher-ed clients on visual storytelling for complex ideas with updated brand guidelines, website redesigns, annual campaigns, social, advertising.
- Turned countless rough concepts into polished, valuable assets.
- Directed *For the Trees VR*, a documentary on sustainable forestry in Oregon: film and art direction, event production, paid advertising, social strategy, landing page. Since launch: 18 events across Oregon, Over 5,700 in-person viewers and counting.
- Led the branded campaign for USC Gloria Kaufman School of Dance's 10th anniversary.
- Refreshed identity and website for a USC Alzheimer's Therapeutic Research Institute fundraising gala, helping raise \$1M+ in ongoing support.
- Provided event assets and marketing for 2024 Pop Con at USC Thornton School of Music.
- Branded Acadium, an AI research product for higher-ed institutions, faculty, and students.

QUALCOMM SNAPDRAGON – Senior Multimedia Designer

Jul 2023 – Oct 2023

- Contracted to boost output for Qualcomm's in-house studio across their legacy brand and Snapdragon product line.
- Corporate marketing, event displays, co-op advertising, stadium activations, social assets, annual reports, video art direction, brand guidelines, digital asset management.

AMAZON PRIME VIDEO – Art Director

Sep 2022 – Jul 2023

- Delivered high-volume, rapid-turnaround creative for US and global markets.
- Drove studio release campaigns, audience engagement strategy, creative testing, cultural event support, partner onboarding, digital merchandising.
- Documented asset management, template systems, and design standards.
- Scaled team output to 25K assets/month across all devices, channels, and event promotions.

LIMEADE – Creative Team Manager

Apr 2018 – Dec 2021

- Managed an in-house creative team reporting to the VP of Marketing, CMO, and CEO.
- Supported SaaS marketing strategy, concepting, design, templates, copywriting, product UX, sales materials, website, social, and creative production.
- Scheduled product rollouts, customer events, annual conferences, and monthly campaigns.
- Led a full corporate rebrand – new templates, website, and sales materials – lifting brand recognition 15% YoY ahead of the company's acquisition by WebMD.
- Kept the team fully intact through COVID-19 with a smooth remote-work transition.
- Improved team output 37% YoY with streamlined intake, async progress updates, and digital asset tools.

WE COMMUNICATIONS – Senior Designer, Business Development

Apr 2016 – Apr 2018

- Designed marketing proposals and pitch presentations for sales teams, helping lift contract win-rate from 38% to 67% – well above the 3-year average.
- Creative support and pitch strategy for account teams pursuing new business in tech, healthcare, and consumer products.
- Clients: Columbia Sportswear, Volvo, Microsoft, Nordstrom, Dr. Pepper Snapple, Chateau Ste. Michelle Winery, Brother Printers, McDonald's.

24 SEVEN – Contract Designer

Nov 2015 – Apr 2016

- Agency contract designer for seasonal ad campaigns, branding, website landing pages, product UX/UI.
- Clients included: Garrigan Lyman Group, T-Mobile, Toyo Tires, Microsoft, Kinestral.

ADDITIONAL EXPERIENCE

MERCURY ADVERTISING – Graphic Designer

Feb 2012 – Jan 2015

- National ad campaigns for tourism and outdoor retail clients at a mid-size agency..

BRISTOL DESIGN – Freelance Designer

Apr 2008 – Nov 2015

- Small business brand packages, web design, social media, sign installation, retail displays.

MAC GROUP – Art Department Manager, Sign Installer

Jul 2005 – Apr 2008

- Managed the art department and installations for a local signage, displays, and fabrication business.

THE GEM GALLERY – In-House Marketing + Design

Jun 2002 – May 2005

- Internship turned full-time role advertising local custom jewelry – in-house design, 3D modeling, photography.

EDUCATION

Montana State University, Bozeman MT– Graphic Design, GPA 3.53

BFA Degree (08/2003)

Down to Earth Cuisine / ACF Chefs, Seattle WA – Personal Certified Chef

Certification (08/2022)

COMMUNITY + NON-PROFIT

Arts Commission, Federal Way – Chair, annual public art exhibition and events

2 years (2025-Present)

CCS Volunteer Services, Seattle WA– Disabled and elderly care during COVID-19

200 hours (2020-2021)

Montana Pride, Bozeman MT – Volunteer director, event production

2 years (2011-2012)

Reach Inc., Bozeman MT –Volunteer designer, web developer & fundraising

10 years (2011-2021)