

To whom it may concern:

It's rare to find someone not formally trained in the creative arts, yet who possesses a natural affinity for them. It's rarer still when they can speak the language of seasoned designers and be an active participant in the creative process. Tim O'Brien is that unique individual, capable of both dreaming up wonderful concepts for a host of projects and programs, and also helping to lead a creative team in bringing the work to fruition.

As an art director, designer and agency owner, I've had the distinct pleasure of collaborating with Tim for many years. He observes works in progress with a graphic designer's eye, and his suggestions are typically spot-on. He has assisted and/or guided me through countless creative projects ranging from full-scale ad campaigns to conceptualizing product packaging to TV/radio, voice-over work and video production. He's also a fastidious proofreader. And I know he also did much similar work with Yankee Candle, prior to our introduction.

A gifted writer, editor and all-around wordsmith, Tim's ability to turn a phrase is impressive. He has sparked entire brand-recognition campaigns and handled the proliferation duties with great agility while facing stringent deadlines. He is as good at crafting short, punchy copy for tactical applications as he is putting across large-scale concepts in expanded form.

Tim's theatrical background, experience in public relations and innate love of language make him an extremely effective communicator. This serves him well when interacting with clients as well as guiding colleagues through the creative process. He uses these skills to great effect in creative meetings where he helps keep everyone productive, on-topic and enthusiastic.

Tim O'Brien is articulate, inspiring, warm and funny. There is little he cannot do. He "gets" designers, and they get him. Any organization will benefit from his multiple talents and they're sure discover even more abilities as they get to know him better.

Kind regards,



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