portfolio selections

Tim J. S.

Graphic Designer

Layout & content strategy

Design should be clear, connected, and intentional—grounded in a minimalist approach that lets the message lead.

Infographic design

Client-branded, vector-strong

Designed to explain diffuse reflectance infrared spectroscopy, this infographic was fully aligned with the client branding. Key visuals were redrawn or created as vector graphics to preserve detail and quality in print and digital formats, with a clear visual hierarchy to enhance flow.

VIEW THE INFOGRAPHIC ONLINE

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

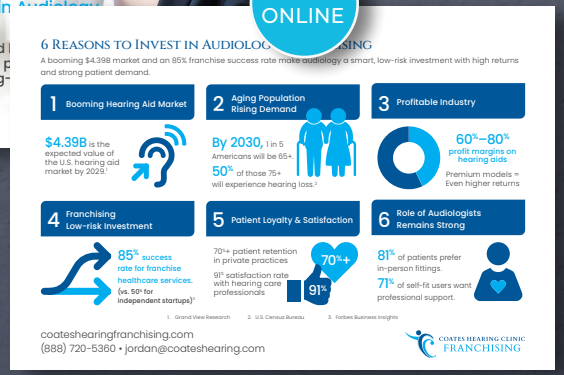
Client: Specac
Industry: Spectroscopy accessories & sample preparation solutions

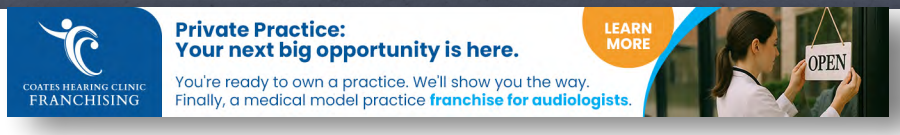
Franchise marketing toolkit

Brand-consistent assets

A suite of marketing pieces created for Coates Hearing Clinic, each tailored to its format—from postcard to trade show flyer to digital ad—while maintaining consistent branding. Designs reflect a cohesive strategy that builds trust, engages prospects, and supports franchise growth.

- Adobe Illustrator
- Content strategy
- Adobe InDesign
- Adobe Photoshop



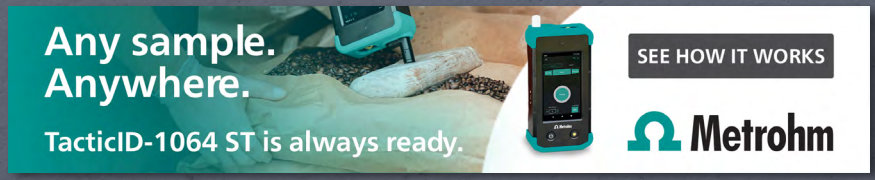


Client: Coates Hearing Clinic
Industry: Healthcare

Digital assets that stand out

Original, on-brand visuals

Crafted for clarity, recall, and brand cohesion, these digital assets support ongoing communication across media. Each design—whether a social post or email signature—uses strategic layout, color, and typography to ensure it feels deliberate, not templated.



Ai Adobe Illustrator

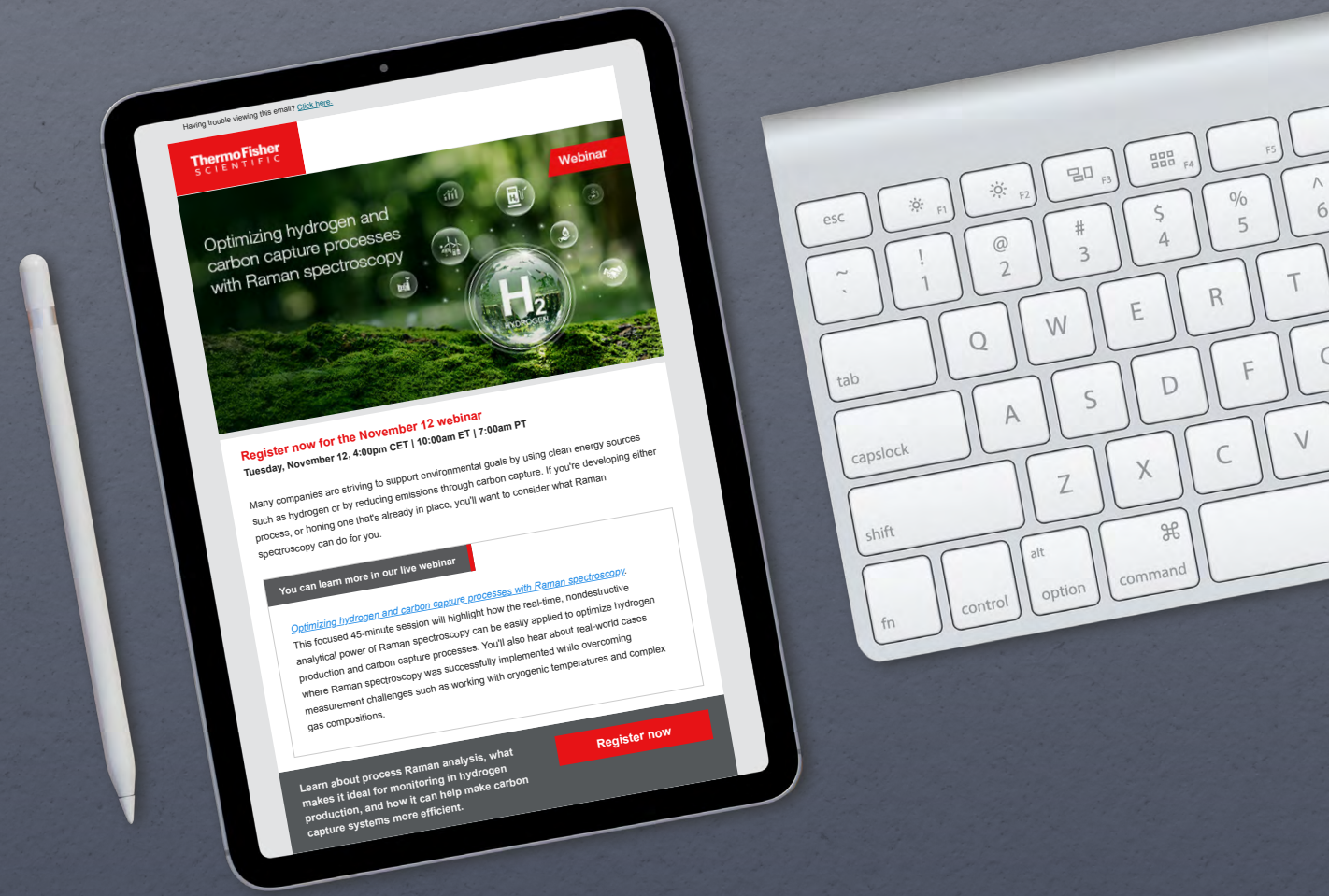
Ps Adobe Photoshop

Client: Metrohm, Thermo Fisher Scientific, and Avian Biosolutions
Industry: Scientific instrumentation and biotechnology

Responsive email design

Cross-client compatible

A responsive email design built with attention to aesthetics and reliability. The hero image resonates immediately with a scientific audience, reinforcing the message before reading. The HTML maintains structural integrity across email clients, using fully qualified URLs for hosted images. When creating HTML emails, I ensure that special characters—such as trademarks or international text—are encoded properly for consistent rendering.



Adobe Dreamweaver

Adobe Photoshop

Client: Thermo Fisher Scientific
Industry: Scientific instrumentation

Application layouts

Smart, structured documents

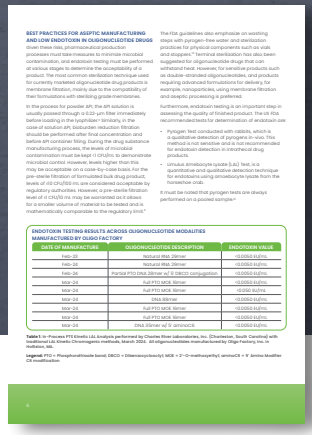
Designed and typeset this white paper to support concise, professional communication of complex scientific content. With no brand templates available, I created a custom layout and typography system that reflects the client's expertise and ensures clarity. I also design application notes and similar technical documents focused on structure, readability, and accuracy to support credibility and comprehension.

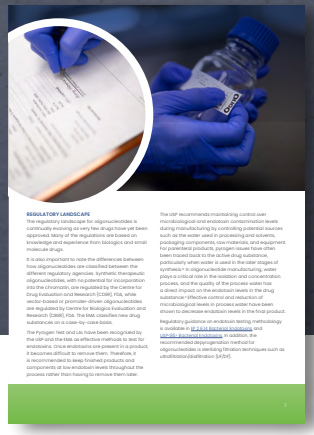
VIEW THE WHITE PAPER ONLINE

Adobe InDesign

Adobe Photoshop

Client: Oligo Factory
Industry: Biotechnology





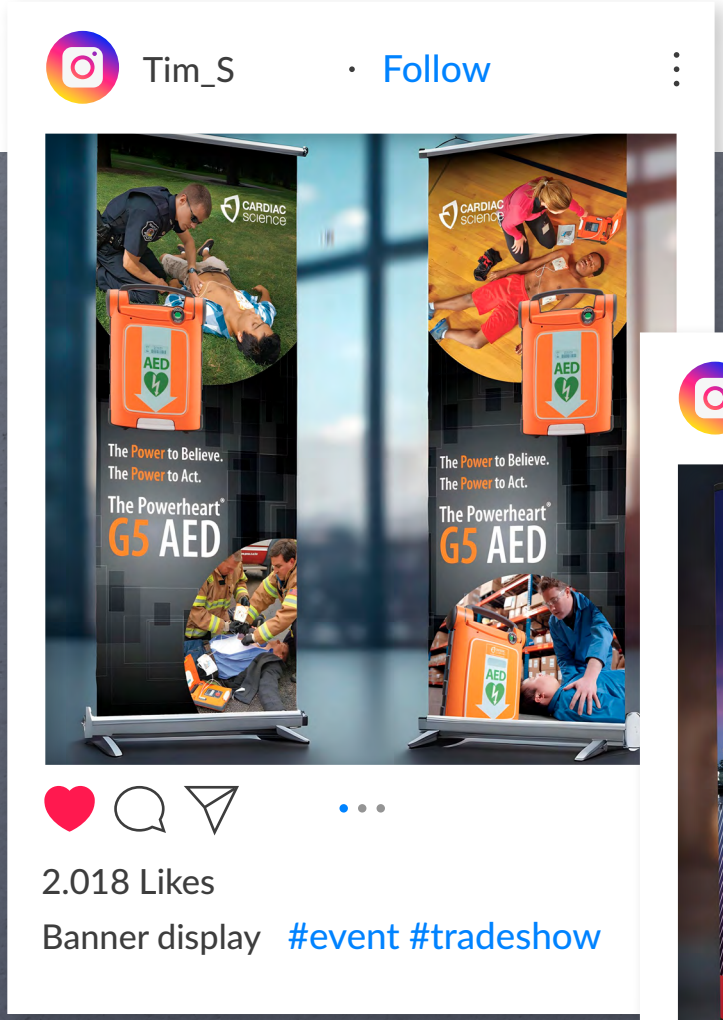
Event display design

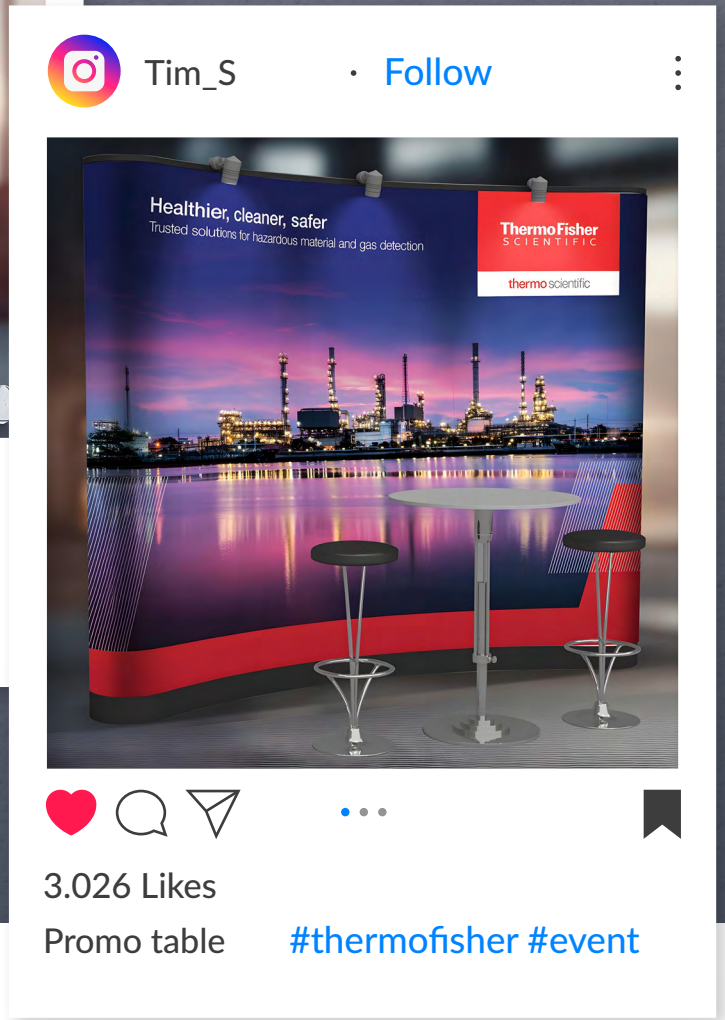
Brand-aligned visuals

I designed these booth graphics for clarity, impact, and brand alignment. From bold pull-up banners to large-format displays, each piece balances corporate identity with relevance, ensuring visual strength, technical accuracy, and print readiness.

Adobe Illustrator

Adobe Photoshop





Client: Thermo Fisher Scientific and Cardiac Science
Industry: Scientific instrumentation and medical technology

thank you!

I appreciate you taking the time to review my recent work. I hope we can work together and bring clarity, strategy, and strong design to your next project.
I look forward to your message on Upwork.

Tim J. S.

Graphic Designer
Layout & content strategy

Available on Upwork