

Staff Employee of the Week

Tim FisherPoff

NAME: Tim FisherPoff

JOB TITLE: Graphic Designer

HOME DEPARTMENT: Communications and Marketing, CALS

COLLEGE OR VP AREA: College of Agriculture and Life Sciences

NOMINATED FOR: President's Award for Excellence

NOMINATED BY: Linda Burcham

VIRGINIA TECH HIRE DATE: September 1, 1994

SUMMARY

Tim provides graphic design services to the College of Agriculture and Life Sciences, primarily focused on Virginia Cooperative Extension. Over the course of his career he has created hundreds, and perhaps thousands, of brochures, exhibits, educational publications, logos, newsletters, magazines, and websites that consistently earn praise from faculty members, the public, and his peers.

Tim is recognized for his 15 years of contributions as a top-notch graphic designer who brings excellent technical expertise, dedication, a positive attitude, and a customer service focus to his work on a daily basis. He demonstrates an unusual ability to understand the needs of the faculty client, as well as the intended audience, and translates those needs into graphic design that hits the mark.

In particular, he is commended for his technical illustrations for a series of pest control manuals, his design and layout of a series of social marketing brochures for a low-literacy audience, his design and layout of two full-color magazines, and his design and production of a 30-foot mural depicting Virginia agriculture. These projects represent just a few of his contributions to the College of Agriculture and Life Sciences and Virginia Cooperative Extension.

