



TIMOTHY DOLECEK

"Everything is design. Everything!"

CONTACT



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timdolecek.com

SKILLS

- Multi-channel campaigns
- Web content & design
- Email
- Animated HTML banners
- Motion graphics
- Social media creative
- Out of home
- Direct mail
- eBooks
- Icons & logos
- Mobile app UI design
- Presentations
- Expert print knowledge
- Physical mockup and prototyping
- Quoting & vendor management
- Managing freelance team members

TOOLS

- Photoshop
- After Effects
- Illustrator
- Google Web Designer
- InDesign
- PowerPoint
- XD
- HTML & CSS
- Figma
- WordPress

EDUCATION

BACHELOR OF ARTS

Valparaiso University, Valparaiso, IN

Major:

Communications/Graphic Design

Minor:

Business

SUMMARY

Innovative Senior Art Director with demonstrated experience generating and implementing creative visual design campaigns and marketing strategies. Proven success in spearheading campaigns that bolster business objectives, develop branding identities, complete web design, and initiate social media efforts. Highly adept with multi-channel campaigns, web content and design, motion graphics, and social media creative.

EXPERIENCE

SENIOR ART DIRECTOR

RCN/Astound Broadband - Chicago, IL

January 2021 – May 2023

Directed and executed all creative for the Illinois and Indiana markets outputs including direct mail, out-of-home (billboards, bus shelters, gas station placements), ecomm landing pages, email campaigns, digital paid ads (animated programmatic & social), sales collateral, and event materials within an in-house marketing team.

- ✓ Started as a contractor and within 3 months converted to a full-time employee, not only completely replacing the function of an external agency but exceeded the creative output by increasing the direct mail versioning, launched 20+ coded email campaigns (5 messages per campaign), and delivered animated social and programmatic ads which were not offered by the previous agency.
- ✓ Directed a location-based brand awareness campaign for a newly introduced fiber internet product. The campaign included over 76 deliverables including (bus shelters, billboards, total train station turnstile wraps, plus printed and animated digital wall boards). Results gave RCN a brand awareness lift and drove customer traffic to the website for more sales conversions.
- ✓ 6 months after my hire a rebrand of RCN was announced and a new Astound identity was distributed with an initiative to switch brands in 6 months. Creative needs included: direct mail (6 versions), digital programmatic ads, social animated and static, 8+ landing pages, OOH (billboards, bus stops), print ads, email campaigns, event and sponsorship materials, sales collateral, vehicle wraps (38+ body types), building interior/exterior signage and retail window graphics. The result was successful communication over multiple channels telling the story of who we are, where we came from, and the award-winning products we provide.

SENIOR VISUAL DESIGNER

Ceannate -Buffalo Grove, IL

June 2019–May 2020

Managed and executed a large variety of marketing strategies with our in-house marketing team supporting 3 lines of business including multiple brand identity systems, logos/icons, design/development of landing pages and complete sites, mobile app UI design, blog and social media creative, email marketing assets, infographics, sales and custom client on-boarding collateral, PowerPoint decks and trade show creative.

- ✓ Revamped 2 websites including copy, layouts and visual assets consisting of over 20+ pages utilizing WordPress, responsive layouts, java script functionality, and custom Salesforce form integration all while keeping in mind page load sizes and download speeds. All page element (fonts, colors, imagery, layouts) were revised to match current brand standards. Newly designed sites resulted in maximum brand alignment and increased user interactions verified through google analytics.



- ✓ Collaborated with in-house mobile app developers on multiple UI design needs for our teletherapy product. Wireframing, visual mockups and icons were needed for the development team. App updates enhanced usability and added new functionality for users and therapy providers. A bump in the student user base was seen as a result.
- ✓ Executed multiple social media campaigns over 11 months for our teletherapy brand split among 3 audiences. Total output was over 100 creative assets within multiple social media platforms. Examples include static and animated messaging with infographics, industry statistics, brand awareness and product value propositions. Targeted and consistent messaging resulted in brand awareness and increased providers and students using the platform.

ART DIRECTOR

Orora Visual/The Garvey Group - Niles, IL

May 2006–March 2019

Proposed, developed, and executed marketing materials within an in-house creative team supporting the national sales initiatives, as well as provided creative services for current customers. Successfully executed sales kits, sell sheets, packaging design, folders, booklets, icons, logos, website design, trade show collateral and booth design, specialized print technique samples, online and printed presentation decks.

- ✓ Launched the brand Orora Visual in the Chicago market by concepting and delivering assets including identity and marketing materials, pockets folders, specialty coating samples, digital and foil substrate samples, building and truck wrap graphics, web content and presentation templates all within a 4 month window. Sales team successfully had material to present to potential customers and brand was able to launch with full visibility for all channels.
- ✓ Developed true to scale 3D renderings for a large retail trade show booth of over 2,000 sq/ft consisting of 2 enclosed rooms, overhead hanging sign, 6 light box demonstrations, six 7' free standing substrate pillars and a 15' wide Game of Thrones Dragon. The 3D program was a new tool with a steep learning curve but ultimately saved critical decision-making time allowing for a more creative result.

FREELANCE DESIGNER

Tim Dolecek Design - Woodridge, IL

January 2003–Present

Generated concepts and executed creative for various clients. Projects included online banners, website design, folders, brochures, logos, icons, brand identity systems, newsletters, and packaging design.

- ✓ Developed and instructed an on-site class about concepting and building HTML emails for Aldi's internal creative department. New skillset was well received and advanced the internal communications initiative within the company.
- ✓ Designed the launch of a premium landscaping/garden line brand of packaging consisting of a logo and 3 flexible packaging designs. Brand was well received by retailers and was placed in stores nationwide.
- ✓ Modernized and executed the re-branding of sales materials for a heavy equipment OEM supplier. Materials included a specialized pocket folder with a unique texture coating finish for high visibility at trade shows and sales meetings. Successful re-brand resulted in a 15% increase in customer orders and larger recognition at trade shows.