



TIMOTHY DOLECEK

"Everything is design. Everything!"

SUMMARY

Strategic Senior Art Director with a proven track record of architecting high-impact visual identities and integrated marketing campaigns. Expert in translating complex business objectives into compelling creative narratives across digital, social, and traditional channels. Adept at leading cross-functional agile teams to deliver cohesive brand systems, motion design and user-centric web experiences that drive measurable engagement.

EXPERIENCE

SENIOR ART DIRECTOR

MetLife - New York, NY

July 2024 - August 2026

Developed high-conversion, multi-channel creative for MetLife's in-house agency, focusing on Legal Plans, Disability, and Open Enrollment. Collaborated in agile cross-functional environments to pitch and execute integrated campaigns across email, paid media, landing pages, webinars, sales enablement, print and direct mail.

- ✓ Orchestrated the 2026 brand evolution rollout for the Open Enrollment campaign, seamlessly integrating updated visual assets—including logos, color palettes, patterns, and typography—across diverse channels. Acted as a primary stakeholder in stress-testing the new design system, providing critical feedback and optimized concepts for large-scale, variable content across direct mail, email, and sales enablement materials spanning 20+ products.
- ✓ Led the 2025 Group Benefits Open Enrollment proof-of-concept, pivoting all communications to a new strategic visual style. Managed the rapid execution of a complex variable content structure across a multi-channel ecosystem including email, direct mail, paid media and sales enablement. The result was a clean more focused message to the user and improved response on employee activations.
- ✓ Drove increased usage in an online HR communications tool for Regional Group Benefits customers by aligning enhanced messaging and interactivity with the Open Enrollment campaign. After conducting in-depth platform capability exploration, key enhancements including UX improvements and video demonstrations detailing document personalization and downloading were implemented, resulting in a nearly 2X increase in user engagement compared to the previous year.

SENIOR ART DIRECTOR

RCN/Astound Broadband - Chicago, IL

January 2021-May 2023

Directed the end-to-end creative execution for the Illinois and Indiana markets, managing high-volume deliverables across all consumer touchpoints. Orchestrated a diverse channel mix including OOH (billboards and transit), programmatic and social ads, email campaigns, e-commerce landing pages, and regional event materials.

- ✓ Within the first 6 months I successfully insourced agency-level creative functions and scaled output beyond the previous vendor by delivering 50+ coded email deployments, expanded direct mail versioning, and introduced animated social and programmatic ad capabilities.
- ✓ Directed a location-based brand awareness campaign for a newly introduced fiber internet product. The campaign included 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.
- ✓ Executed a large-scale rebranding initiative, transitioning RCN to Astound Broadband across two major markets within six months. Managed the production of 50+ asset categories—ranging from fleet graphics and interior/exterior signage to animated email, social ads, sales collateral and landing pages—ensuring a seamless, unified brand launch across physical and digital environments.

CONTACT



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SKILLS

- Email campaigns
- Social media creative
- Out of home
- Direct mail
- Environmental creative
- Animated HTML banners
- Motion graphics
- Sales enablement materials
- Web content & design
- Presentations
- Long-form documents
- Multi-channel campaigns
- Utilizing AI tools for creatives
- Agile methodology and sprints
- Mentoring junior team members

TOOLS

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

EDUCATION

BACHELOR OF ARTS

Valparaiso University, Valparaiso, IN

Major:
Communications/Graphic Design

Minor:
Business

SENIOR VISUAL DESIGNER

Ceannate -Buffalo Grove, IL

June 2019–May 2020

Managed full-lifecycle marketing strategies for three business units, overseeing everything from brand identity and mobile UI design to complex web development. Partnered with an in-house team to produce a diverse portfolio of assets, including email marketing, sales onboarding collateral, and large-scale trade show creative.

- ✓ Revitalized digital presence by revamping two 20+ page websites with a focus on responsive design and performance optimization. Executed a full overhaul of copy, layouts, and visual assets to ensure 100% alignment with updated brand standards. Leveraged Salesforce integrations and JavaScript to improve site functionality, achieving faster download speeds and higher user interaction rates.
- ✓ Designed UI/UX enhancements—including wireframes and custom iconography—for a teletherapy mobile app. Improved platform usability for providers and students, driving significant growth in user acquisition and engagement.
- ✓ Managed the creative for a comprehensive 11-month social media strategy for a teletherapy brand, producing 100+ custom assets tailored to three distinct target audiences. Developed a high-volume mix of static and motion graphics, infographics, and value-driven messaging that successfully expanded the provider network and increased app engagement.

ART DIRECTOR

Orora Visual/The Garvey Group - Niles, IL

May 2006–March 2019

Provided end-to-end creative services for national sales teams and existing B2B customers, managing everything from brand identity and web design to complex print production. Expertly executed a diverse portfolio of assets—including trade show booth design, specialized packaging, and interactive sales decks—ensuring brand consistency across all physical and digital touchpoints.

- ✓ Led the rapid four-month brand launch of Orora Visual in the Chicago market. Concepted and executed a full-scale identity system and marketing kit—ranging from premium print samples to building wraps and web content—equipping the national sales team with the tools necessary to successfully acquire new customers and establish a market presence.
- ✓ Developed 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

Delivered multi-disciplinary creative solutions for a diverse client base, overseeing the conceptualization and execution of integrated brand identity systems. Produced a wide-ranging portfolio of assets, including web design, digital advertising, and high-impact print collateral from brochures to complex packaging.

- ✓ Designed and led an HTML email development course for Aldi's internal creative department. This initiative empowered the team with new technical proficiencies, significantly elevating the quality and execution of the company's internal digital communication.
- ✓ Led the end-to-end creative development for a premium garden brand, conceptualizing the logo and executing a series of three flexible packaging designs. The strategic brand launch was highly acclaimed by retail partners, resulting in a successful nationwide rollout and strong shelf presence.
- ✓ Modernized the brand presence for a heavy equipment OEM leader by overhauling their suite of sales materials. Introduced innovative print techniques, including specialized texture-coated pocket folders designed for high-impact physical engagement during sales meetings and trade shows. The strategic redesign drove a 15% surge in order volume and measurable growth in market awareness.