

# MARTIN CIMEK ASSOCIATE CREATIVE DIRECTOR

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## ASSOCIATE CREATIVE DIRECTOR

### *Wilson Sporting Goods, Chicago, IL | October 2015 – May 2020*

- Headed creative for five top brands in baseball: Wilson, Louisville Slugger, DeMarini, Evoshield and Atec
- Developed creative direction for marketing campaigns, presentations, led pitch and ideation meetings, storyboards for video shoots, managed photo shoots on location and in-house and managed in-house creative team
- 2018: Promoted to ACD from Global Art Director as team grew to 10+ designers, art directors, copywriters and product designers
- Improved UX process and implemented mobile-first design for websites, emails, landing pages
- Increased social media sales promotions by incorporating rich media; 18-35%+ sales increase across brands
- Partnered with marketing and project management to streamline work-flows and re-engineer the creative brief process
- Developed external marketing entities: College World Series store, Wilson Premier Baseball Tournament, Wilson Fastpitch Championship, USA Fastpitch Olympic Team, All Star Game collaboration with Fender Guitars
- Developed and maintained brand guidelines for all five brands and managed implementation with external partners
- Expanded on *Glove Day* video delivery (product distribution to MLB players at spring training camps), raised the impact on social channels and connections to in-line product launches at retail outlets and Wilson College World Series store

**Louisville Slugger:** Created campaigns connecting new product innovations with more contemporary environments moving the brand forward culturally while retaining its strong heritage

- Redesigned the *Custom Builder* website to balance UX efficiency with educational information
- Headed product design team for Wood, Baseball and Fastpitch bats; \$40m+ in product / 15-20%+ sales increase

**Evoshield:** Integral in transitioning the brand with original design/marketing team after Wilson acquisition

- Created the next revolution of branding, campaigns and packaging that launched distinct areas new areas of product purpose

## SENIOR ART DIRECTOR

### *Triumph Motorcycle Company North America, Portland, OR | June 2013 – May 2014*

- Designed assets supporting the 2014 product line digital marketing, brand website, print and other marcom spaces
- Designed and prototyped UX for landing pages
- Implemented new brand standards across all assets
- Notable marketing initiatives: 2013-14 Progressive International Motorcycle Show exhibit space and collateral, Thruxton Cup Racing Series, The Castrol Rocket Land Speed Record

## ART DIRECTOR & DESIGNER EXPERIENCE Prior 2013

- Contracted positions: AbelsonTaylor, Discovery USA, Energy BBDO, Epsilon, FCB
- Aon: Composed team imagery, and designed numerous pieces for the Manchester United Global Campaign
- Viant: Designing websites, UX implementation and digital work for Fortune 500 companies: Fidelity, Polaroid, Northwestern Mutual, Sears/National Tire & Battery
- Ran my own design company with a small staff for 10 years. Clients included: Chicago Public Media, University of Illinois at Chicago, and Village of Wheeling, IL

## EDUCATION

### *Kendall College of Art and Design, Grand Rapids, MI | BFA Visual Communication*

Elective studies: illustration, photography, writing, and film

### *Facebook Blueprint, Marketing Optimization and Measurement, Chicago, IL | 2019*

### *General Assembly, UX Design & Management Bootcamp, Chicago, IL | 2018*

### *Leadership Academy, Leadership Program, Chicago, IL | 2018*

Comprehensive leadership development course by John Hanes, PhD

## KEY STRENGTHS

Creative Design  
Solution Orientated  
Team Management  
Social Media Marketing  
360 Campaigns  
Mobile Design  
Presentation/Public Speaking

## TECHNICAL EXPERIENCE

Adobe CS

Digital / UX

Ecom

Social Media

Video/Motion Graphics

## INDUSTRY KNOWLEDGE

Apparel  
Education  
Entertainment  
Event / Activations  
Financial  
Food  
Healthcare  
Manufacturing  
Motorsports  
Music  
Pharmaceuticals  
Shopper Marketing  
Telecommunications  
Transportation

## REFERENCES

Tim McCaffrey

Global Associate Creative Director

630.999.7670

Steve Mozdren

Art Director

847.754.7547