JOHN-MICHAEL T. POLLEY

Art Director | Integrated Campaigns · Brand Systems · Large-Format, Print & Digital Design

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PROFILE

Hands-on art director and creative lead with 10+ years turning strategy and briefs into distinctive, brand-aligned work across print, digital, experiential, and large-format channels. Built and led a commercial brokerage's first in-house marketing agency, then founded MuralPro™, an experiential design studio delivering 6,780+ sq ft of permanent installations. Brings meticulous brand stewardship, compliance-minded review discipline from regulated insurance marketing, and AI-orchestrated creative workflows.

CORE STRENGTHS

Creative: Concepting · art direction · layout & typography · brand standards & design systems · large-format digitization (vector) · campaign storytelling

Channels: Print & collateral · digital/web · social · experiential & environmental · signage/wayfinding · presentation decks

Collaboration: Briefs & critique · artist, writer, and vendor direction · multi-stakeholder approvals · mentoring interns and direct reports

Tools: Adobe Creative Suite · Keynote · Formstack · Monday.com · Smartsheet · AI agent workflows

EXPERIENCE

O.N.E. CONSULTING LLC / MURALPRO™ — Indianapolis Metro — Nov 2019 – Present

Founder & CEO, Creative Direction

- **Concept to install:** Led creative development, vectorization/scaling, production, and installation for 6,780+ sq ft of permanent work, including Hotel Carmichael, Feinstein's, and St. Peter's Lutheran Preschool.
- **Public art campaigns:** Directed the Monon Civic Square Tunnel (3,100 sq ft, 2021) and Monon 116th Street Tunnel (3,680 sq ft, 2023), translating student concepts into large-format brand-quality installations.
- **Participatory design:** Created the Paint by Number Experience™, a printed "coloring book" mural system that lets students and residents hand-paint finished artwork.
- **Quality under pressure:** Managed full removal and re-installation of the 116th Street mural after vendor damage, protecting craft and the client relationship.
- **Systems & emerging tech:** Built the O.N.E. Artist Registry™ multi-artist model with shared design, prep, and QC standards; in Oct 2026 led an AI-agent-orchestrated sprint that launched yourmuralpro.com and staged two brand sites.

SHEPHERD INSURANCE — Carmel, Indiana — Jul 2016 – Jun 2021

Director of Marketing & Communications (incl. Director of Media & PR), Jul 2016 – Sep 2019 · Commercial Insurance & Marketing Consultant, Sep 2019 – Jun 2021

- **In-house agency:** Pitched, founded, and led the firm's first centralized in-house creative/marketing agency; hired 3 full-time direct reports and mentored interns each quarter.
- **Brand system at scale:** Directed brand assimilation for 15+ acquisitions as the firm grew from 13 offices to 30+ locations; created Shep Fair onboarding program.
- **Campaigns:** Launched 10+ vertical campaigns, including Indianapolis 500 and community activations with custom-manufactured touchpoints.
- **Design & publishing:** Designed, directed, and published the firm's 2018 marketing keynote; built Shep Cal and interactive collateral suites with compliant messaging.
- **Production ops:** Built ShepStore collateral-ordering portal for 30+ offices ($250K+ recurring annual overhead reductions).

ADDITIONAL LEADERSHIP & RECOGNITION

- **IMCA Board Member & Strategic Advisor (2019–2021):** Conceived and helped commercialize the industry's first professional certification for insurance marketers.
- **Featured case study:** Jessup Manufacturing TexWalk® case study on the "Ethereal Rhapsody" Monon tunnel mural; press coverage in Current (Carmel) and City of Carmel releases.
- **Prior ventures:** WAV LLC, Owner (2013–2016): brand executions and exterior visual identity across 40+ client sites. SERV LLC, Co-founder (2014–2016). ROM Media, Co-founder.

EDUCATION & CREDENTIALS

- Indiana University Bloomington — undergraduate coursework in Entrepreneurship, Journalism, Telecommunications, and Strategic Communications (2010–2013; no degree conferred)
- Commercial Lines Coverage Specialist (CLCS), The Hartford School of Insurance — personal designation