



# Michael Irace

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815-953-1310

## Designer / Art Director / Associate Creative Director

Hi there! I'm Michael, a creative veteran in the Chicago suburbs. With over 20 years of experience, I don't just create compelling content – I obsess over strategy to develop the perfect solution for every brand I partner with.

## Education

### Saint Xavier University

Chicago, Illinois  
Bachelor's Degree  
Graphic Design

1993 - 1996

## Awards

### American In House Design Award / 2006

Graphic Design USA magazine

### American Graphic Design Award / 2005

Graphic Design USA magazine

### American Graphic Design Award / 2005

Graphic Design USA magazine

## Skills

Design  
Art Direction  
Creative Strategy  
Humor and Adaptability  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Sketch  
Figma

## Experience

### Associate Creative Director / 2023 - Current

#### Digitas / Bolingbrook, Illinois

- Conceptualize and execute Aetna campaigns across paid media, out-of-home advertising, and television.
- Spearhead client communication, project presentations, and design direction while ensuring top-notch quality.
- Cultivate a team environment that encourages collaboration, innovation, and independent thinking.

### Associate Creative Director / 2019 - 2023

#### Hawkeye / Bolingbrook, Illinois

- Led creative direction for AT&T Business and Aetna, overseeing projects across direct mail, print, social, email, direct mail, paid media channels, out-of-home, and TV.
- Conducted client interactions and presentations, led design efforts, and maintained quality control.
- Directed high-level initiatives and pitch opportunities to achieve client objectives and drive business success.

### Associate Creative Director / 2013 - 2019

#### Epsilon / West Chicago, Illinois

- Managed the creative vision for AT&T Digital Life, DirecTV Now, and AT&T Fixed Wireless Internet, crafting compelling campaigns across diverse media channels.
- Participated in multiple business-winning pitches with innovative concepts and strategic design elements.
- Ensured seamless design execution, maintaining the highest quality standards and delivering creative assets on schedule.



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## Clients

Aetna  
The Edge Fitness  
Sparkling Ice  
AT&T  
Qwest  
Home Depot  
Kellogg's  
Comcast SportsNet  
Otis Spunkmeyer  
Lea & Perrins  
Dean Foods  
Norse Dairy Systems  
Fontanini  
Quantum Foods LLC  
Admiral Steel  
AJ Antunes  
Trinity Christian College  
Kastalon Inc.  
Tails Pet Magazines  
Judy Baar Topinka

## Senior Art Director / 2011 - 2013

### Epsilon / West Chicago, Illinois

- Maintained brand consistency for AT&T Consumer and U-verse across email, direct mail, and print campaigns.
- Strategically contributed to client pitches, ensuring concepts perfectly aligned with client goals and brand identity.
- Implemented quality control to exceed client expectations.

## Senior Art Director / 2007 - 2011

### Aspen Marketing Services / West Chicago, Illinois

- Orchestrated AT&T Consumer campaigns across email, direct mail, and print, ensuring seamless project execution.
- Conceptualized high-impact ideas and collaborated on client pitches to secure business wins.
- Brought fresh perspectives to brainstorming sessions, actively sparking creative solutions.

## Senior Art Director / 2003 - 2007

### Reed Business Information / Oak Brook, Illinois

- Developed and designed concepts for campaigns including brochures, direct mail, invitations, identity, digital, and posters.
- Established the visual identity for Housing Giants, a B2B publication targeting the residential construction industry.
- Oversaw art direction and photographer coordination for Housing Giants' photo shoots.

## Art Director / 2002 - 2003

### WhitComm Marketing / Mokena, Illinois

- Brought eye-catching designs to life for Quantum Foods LLC, Admiral Steel, and Fontanini.
- Streamlined the print production process by meticulously preparing materials for print.

## Art Director / 2000 - 2001

### Esrock Partners Advertising / Orland Park, Illinois

- Conceived and executed impactful designs for Lea & Perrins, Dean Foods, and Otis Spunkmeyer.
- Led creative direction for photo shoots with photographers, food stylists, and clients, ensuring seamless collaboration.