

Michael Irace

irace.michael@gmail.com
815-953-1310
michaelirace.com

Associate Creative Director

I am a creative leader and strategic thinker with 20+ years of experience driving brand success for Fortune 500 clients. I have the ability to lead cross-functional teams, elevate creative output, and deliver compelling, business-driven campaigns across digital, print, OOH, and broadcast. Passionate about purposeful design, innovation, and mentoring the next generation of talent.

Education

Saint Xavier University

Chicago, Illinois

Bachelor's Degree / Graphic Design

Creative & Technical Skills:

Art Direction

Creative Strategy

Adobe Suite (InDesign, Photoshop, Illustrator, XD)

Figma

Sketch

Stensul

Wix

AI Tools - Firefly

Leadership & Soft Skills:

Creative Team Leadership

Client Presentation & Communication

Cross-Functional Collaboration

Mentoring & Coaching

Strategic Thinking

Adaptability

Creative Agility

Awards

American In House Design Award / 2006

Graphic Design USA magazine

(2) American Graphic Design Award / 2005

Graphic Design USA magazine

Experience

Associate Creative Director / 2023 - 2025

Digitas / Chicago, Illinois (Remote)

- 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 / West Chicago, Illinois (Remote)

- Led creative direction for AT&T Business and Aetna, overseeing projects across direct mail, print, social, email, 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

AT&T
Aetna
Pfizer
Sparkling Ice
Western Union
DirecTV
Home Depot
Comcast SportsNet
Kellogg's
Dean Foods
Lea & Perrins
and more!

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.