



MIGUEL ECHEMENDIA

ILLUSTRATOR | ART DIRECTOR

EDUCATION

Columbia College Chicago (BA Illustration 2017)

EXPERIENCE

FREELANCE CREATIVE (2015-PRESENT)

For the last year I have been enjoying varied and challenging contract work across the spectrum of Art Direction, UX and new business pitches. Some agencies I've worked with include:

- Havas Worldwide
- Razorfish
- Zocalo Group
- Eight Bit Studios

SEARS.COM (11/2013-1/2015)

Principal: UX Design

- Lead Creative on several responsive relaunches
- Acted as a mentor to the creative team and a cross team consultant on design standards.
- Created presentation materials and strategy for a variety of forward looking initiatives.

ANTHEM WORLDWIDE (12/2012-10/2013)

Senior Art Director

- Provided art direction, strategy and copy for social campaigns for Meow Mix & Milkbone brands.
- Led redesign of agency website

WALGREENS.COM (6/2012-12/2012)

Creative Lead (Contract)

- Responsible for design direction for all cross-site experiences including a homepage, account and cart/checkout relaunch.

SEARS.COM (3/2009-5/2012)

Senior Designer

- Lead creative on several forward thinking Sears projects including new product pitches, marketing campaigns and sears.com redesign.
- Lead creative on Sears Mobile Apps from 2009-2010

TRIBAL DDB CHICAGO (2006-2009)

Art Director

- Creative on McDonalds, State Farm and Lowe's

ARC WORLDWIDE / LEO BURNETT (2004-2006)

Art Director

- Provided conceptual and interaction design on the McDonald's Shrek Trek campaign tie in site.
- Created Flash banners and rich media for a variety of clients including Oracle, Whirlpool and General Motors.

OGILVY & MATHER (2004)

PCG CHICAGO (2002-2004)

MAGNANI (2001-2002)

UNEXT.COM (2000-2001)

HALO INDUSTRIES (1999-2000)

CORE SOFTWARE

Adobe Photoshop CC, Adobe Illustrator CC, Adobe Indesign CC, Adobe Animate CC, Autodesk Sketchbook Pro, Google SketchUp, SketchApp, Invision, Axure, Keynote, MS Office

SOCIAL PRESENCE

portfolio: <http://www.miguelechemendia.com>
facebook: <http://www.facebook.com/migechart>
instagram: http://www.instagram.com/ech_illustration