



Joe Escobedo

Associate Creative Director/Sr. AD.
708.704.9329



Creative, results-driven designer with 25+ years of experience in retail promotions, shopper marketing, and brand identity. Skilled in delivering engaging ideas and elegant designs across digital and print media. Proven success in executing marketing and brand campaigns across diverse industries.

AGENCY EXPERIENCE

AMP (Formally Upshot)

Sr. Production Designer Sept. 2017 - Sept. 2024

Starbucks; P&G; Southwest Airlines; EdwardJones; J&J; Constellation; LALA; Evolution Fresh
Concepted visual themes for multi-phased campaigns aimed at driving beverage awareness across digital and print mediums. Developed and executed a large volume of point-of-sale (POS) elements per campaign under tight deadlines. Provided digital assets and revamped business portals to optimize user experience and brand consistency.

LA VIDA BASEBALL (Subsidiary Company of Teamworks Media)

Freelance Sr. Designer Feb. 2017 - Oct. 2019

Developed artwork and logos for a digital media platform produced in collaboration with the National Baseball Hall of Fame. Worked closely with the social media manager to create visuals celebrating Latino baseball's rich history and future, covering Hall of Fame players, the World Baseball Classic, and postseason milestones.

TRACY LOCKE

Freelance ACD-Art Jan. 2018 - Nov. 2018

ConAgra; US Cellular; Kellogg's
Developed limited-edition packaging for Jurassic Park's movie release, incorporating metallic inks, embossing, and bonus content. Created interactive experiences using the Shazam app to engage young audiences and promote the movie. Led the development of creative storyboards for client sales meetings.

MATCHMG

Freelance ACD-Art Sept. 2017 - Jan. 2018

ConAgra; US Cellular
Developed strategic marketing concepts and creative assets that effectively communicated client messaging. Collaborated with accounts to establish timelines and ensure timely project delivery.

UWG-NY

Freelance Sr. AD Sept. 2017 - Oct. 2017

Sprite
Worked remotely to develop creative concepts for a high-profile new business pitch for Sprite.

GEOMETRY GLOBAL

Freelance Sr. AD Jan. 2017 - Aug. 2017

Dannon; Unilever Canada; Mondelēz
Led creative development for Dannon and Unilever Canada campaigns, partnering remotely with account teams across North America. Developed key visuals and tactics for Mondelēz's marketing programs, ensuring alignment with brand strategy.



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AGENCY EXPERIENCE CONT.

FREEOSK

Freelance Sr. Designer Sept. 2016 - Dec. 2016
Walmart; Sam's Club; Giant Eagle
Led design for sales kits to promote new business opportunities with major retailers.

TRISECT

Freelance ACD-Art July 2016 - Aug. 2016
Mike's Hard Lemonade; ConAgra; Chicago Bears
Developed creative concepts and marketing strategies for a diverse set of clients. Mentored junior art directors to help foster their professional growth

ARC WORLDWIDE

Freelance ACD-Art May 2015 - June 2016
Kraft Heinz; MillerCoors; McDonald's
Led the creative direction for Kraft campaigns, ensuring strategic alignment with brand goals and high-quality deliverables. Managed a team of art directors and collaborated with copywriters to execute campaigns across multiple channels.

TEAMWORKS MEDIA

Freelance Sr. Designer March 2015 - June 2015
Northwestern University; Abbott Global Health & Research
Designed alumni walls for Northwestern University and developed creative content for Abbott Global Health & Research.

TRISECT

Freelance ACD-Art Oct. 2014 - May 2015
Mike's Hard Lemonade; ConAgra; New Business
Provided creative leadership and mentoring for junior art directors while ensuring high-quality, timely campaign deliverables.

ARC WORLDWIDE

ACD-Art May 1995 - Feb. 2014
2007-2014
Whirlpool Corp; MillerCoors; P&G; Comcast; Alcon; Purina; Raytheon; PayPal; Intel;
Walmart; Walgreens; Nintendo; McDonald's; Frito-Lay; USPS; United Airlines
Conceptualized and executed multi-platform campaigns that drove customer engagement and increased sales. Developed an interactive digital retail brochure for Comcast, resulting in increased sales at retail locations. Supervised a team of art directors and established creative workflows for new accounts.

EDUCATION

AMERICAN ACADEMY OF ART; CHICAGO, IL 1994
Associate in Applied Science of Commercial Arts-Illustration

SKILLS

Adobe Creative Suite (Indesign, Photoshop, Illustrator, XD); Figma; MS Office (PowerPoint, Word, Excel)