



ANDREW MCARDLE

1721 Darrow Ave
Evanston, IL 60201
312.909.2229
Andrew-McArdle.com
ATM@Andrew-McArdle.com

TALENTS

- + Creative Director
- + Story Teller
- + Leader
- + Team Builder
- + Problem Solver
- + Project manager
- + Mentor
- + Designer
- + Motion Artist
- + Illustrator
- + Creative Suite Wizard

TOOLS OF THE TRADE

- + Photoshop
- + Illustrator
- + After Effects
- + Indesign
- +Premier
- +Microsoft Suite
- +Google Suite
- +Webflow
- + Asana
- + CSS
- +Web 3

EDUCATION

Columbia College Chicago
Bachelor of Fine Arts, Advertising
Art Direction
December 2010

ABOUT ME

Howdy! I'm your go-to, top-tier Creative Director, known for turning creative teams into dynamic powerhouses, spearheading groundbreaking solutions, and sealing the deal on exciting new business accounts. When it comes to nurturing and elevating talent, I'm the maestro you've been looking for. And hey, check out my portfolio brimming with triumphs for some of the biggest names in the game!

PROFESSIONAL EXPERIENCE

THE MARS AGENCY | ASSOCIATE CREATIVE DIRECTOR | JUNE 2017 - SEPTEMBER 2023 | CHICAGO, IL

- + Transformed the Conagra creative team into one of agency's largest and most profitable account.
- + Achieved innovative solutions and strategies by securing and leading the Retail Innovation team for Conagra.
- + Guided junior (JR) and senior (SR) creatives, fostering their professional growth and development.
- + Mentored internal team members and initiated an animation upscaling program with funding secured for advanced animation courses at the School of Motion.

ACCOUNT WINS

- + Spearheaded the winning concept for the Lagunitas pitch.
- + Contributed to successful campaigns for Michelob Ultra, Mars Wrigley, and Milk Pep.

OUR&D | DIGITAL DESIGNER | OCTOBER 2017 | CHICAGO, IL

- + Designed and built a website for OUR&D a non profit

THE KIDDO GROUP | DIGITAL DESIGN LEAD | OCTOBER 2016 | CHICAGO, IL

- + Created the initial working prototype for Kiddo's application, contributing to project development and design.

MOMENTUM | SR. ART DIRECTOR | OCTOBER 2016 - JUNE 2017 | CHICAGO, IL

- + Led creative direction and execution for Nabisco experiential marketing campaigns, enhancing brand visibility and engagement.
- + Secured Heinz BBQ and Miracle Whip accounts through creative leadership.

WALTON ISAACSON | AGENCY DESIGN LEAD | FEBRUARY 2014 - OCTOBER 2016 | CHICAGO, IL

- + Pioneered the creation of a design-focused department, demonstrating leadership and vision in the organization.
- + Restructured agency processes for efficiency.
- + Co-led design and art direction for national 360 advertising campaigns for prestigious brands such as Teramoto, Spalding, Tony Roma's, Knob Creek, Skinny Girl, Basil Hayden's, Courvoisier, Miller Lite, Coors Lite, & Two Gingers.
- + Successfully managed and nurtured client relationships, ensuring satisfaction and trust.
- + Oversaw the growth of dedicated brand's social media platforms.

ACCOUNT WINS

- + Led creative efforts in securing over \$6 million in new business through two successful agency pitches.

UPSHOT | ART DIRECTOR | APRIL 2010 - FEBRUARY 2014 | CHICAGO, IL

- + Directed digital and print creative projects for national promotions of Subway and Constellation Spirits, from concept to delivery.
- + Provided art direction for Junior Designers, Photographers, and Studio Retouching.

ACCOUNT WINS

- + Secured Cervelo accounts through creative concepting.

THE COLUMBIA CHRONICLE | GRAPHIC DESIGNER | AUGUST 2008 - OCTOBER 2009 | CHICAGO, IL

- + Worked with team for newspaper redesign
- + Designed the center spread, front page and arts & culture cover
- + Created weekly editorial illustrations