## HORACIO ACEVEDO

## I'm a freelance graphic designer with 6+ years of experience combining digital best practice with content art direction to create compelling responses.

EDUCATION

American Academy of Art, May 2011, Chicago, Illinois. Bachelor of Fine Arts in Graphic Design

SKILLS

**Management:** Extensive experience managing creative teams of diverse personalities in deadline driven environments, leading cross-functional team collaboration, and developing industry outreach opportunities.

**Software:** Adobe Creative Suite – Photoshop, Illustrator, InDesign, Lightroom, AfterEffects, SublimeText 3, Microsoft Office, Sketch App, Invision, Principle, Flinto

## WORK EXPERIENCE

Creative Director - Lyndon Studio, January 2012- Present, Chicago, Illinois

Established direction of overall strategic vision and coordinated development of all projects produced for agency's clients.

- Directed all efforts in the digital creative business and overall development for the agency.
- · Supervised new business efforts, outreach and implementation
- Designed and assisted in development of an in-house CRM system
- Lead the rebranding/restructure of the studio to move from print services to offering full digital and branding services for food and consumer good clients
- Developed plans to increase brand recognition, contracts, sales and general exposure
- · In charge of recruiting talents in various fields and overseeing creative projects from initiation to client handoff

Graphic Designer - Everhouse (Formerly: Fuse Communications), 2013-2015, Chicago, Illinois

- · Developed and maintained print/web collateral, graphical standards, marketing
- · Worked with sales team to design new business proposal decks for prospective clients
- Provided proposal layouts and designs under extremely tight deadlines.
- Coordinated, designed and maintained websites.
- Created storyboards and assets for various award winning animation projects.

AWARDS / AFFILIATIONS Honorable Mention ICMAD National Design Competition, Sep 2011, Manhattan, NY 2nd Place ICMAD National Design Competition, Sep 2010, Manhattan, NY 3rd Place ICMAD National Design Competition, Sep 2009, Manhattan, NY AIGA Chicago - Member