



**anabella illarramendi**  
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### Freelance

Creative/Design Director  
New York. 2009 - Present

Designed and implemented clean and timeless 360-degree platform storytelling design systems and creative strategic solutions for renowned agencies and brands. My expertise includes creative direction, UI/UX, branding, social, video, print, interactive and photo/video.

Clients include: New York University, Santa Teresa Rum, Johnnie Walker, Smirnoff, Levi's, Wyeth, Ad Council, Colgate, Got Milk, Sol Melia Corporation, Turks & Caicos Islands, Choice Hotels, New York International Ballet Competition, Philharmonic Orchestra of the Americas, Limón Dance Company, Expansive Therapy, Manhattan Chamber of Commerce, ScholarRX, Olden Lane and Bisnow.

### Appcast (Formely Bayard)

Design Director  
Remote. 2022 - 2024

Employer Branding for AbbVie, Encompass Health, Taco Bell, KFC, Epic Games, Six Flags, ASPCA, Visa, Paloalto Networks, Expedia, Marvin Windows, Loews Hotels, Primient

### MRM

Freelance Creative  
Remote. 2021, 2022 & 2023

General Motors Company, MRM.com, Cleveland Clinic, CarBravo

### Lexia Learning

Freelance Creative Director  
Remote. 2021 - 2022

Branding integrated campaigns (TV, social, online, print)

### Publicis Sapient

Freelance Creative  
Remote. 2021

Corteva Agriscience

### Wunderman Thompson

Freelance Creative  
New York. 2019 - 2020

Yankee Candle subscription program

### Razorfish

Freelance Creative  
New York. 2016 - 2017

TE Connectivity design product and platform

### AOL Inc.

Freelance Creative Director  
New York. 2012 - 2013

DailyFinance.com redesign and guidelines

### Atmosphere BBDO

Freelance ACD, Sr. AD  
New York. 2010 - 2013

Citibank, Emirates, DHL, DePuy, New Business

### Mirren Business Development

Freelance Creative Director  
New York. 2010 - 2011

Mirren.org design product and platform development

### Stein Rogan + Partners

Senior Art Director  
New York. 2006 - 2010

B2B Brands: TransitCenter, OnForce, Moodlerooms, Aruba Networks, Silverpop, Verint, Hytorc, CIT, TouchCommerce, BPA, Carey, Diligent Technologies, New Business

### HispanAmérica

Senior Art Director  
New York. 2004 - 2006

US Hispanic Brands: Pfizer-Viagra, Exxon Mobil, NY Lottery, Benjamin Moore, XM Radio, GE Money, Hyland's, New Business

### Ogilvy & Mather

Art Director  
New York. 1999 - 2002

Brands: IBM, SAP, Terra, BP, Amex, Kodak, Miller Lite, Hershey's, Motorola, New Business

### Education

1999 Art Institute of Fort Lauderdale Bachelor of Science in Graphic Design  
1996 Instituto de Diseño de Caracas Associate of Science in Graphic Design

### Awards

2010, 2009, 2008, 2007 BMA ACE Awards  
2009, 2008 APTA AdWheel Awards, BMA Pro-Comm Awards  
2009, 2007 BtoB's Best Awards  
2005 Pharmaceutical Executive's Ad Stars

### Skills

Adobe Creative Suite. Microsoft 365. Figma. Bilingual translator Spanish and English. Conversational French.