



Anthony P. Muñoz

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Experience

Creative Director

Upshot, Chicago, IL: 2000 - PRESENT

Manage a team of designers and writers developing strategically integrated advertising & marketing plans using diverse tactics such as: print, out of home, promotion, retail design, events, point of sale, guerilla, internet, mobile, viral and word of mouth. Lead creative development and graphic design for a variety of clients including: Disney, Kerasotes Theatres, MillerCoors, Proctor & Gamble, Discover Card, Cingular Wireless, SBC, Seagrams and Coca-Cola.

Creative Director

SEEDS, Traverse City, MI: 2000 - 2007

Developed marketing initiatives and led creative development and design for a non-profit research, design and educational institution whose mission is to seek the development of socially and ecologically sustainable environments. Assisted in developing participatory projects and events, educational materials, and networking resources.

Creative Director, Production Manager & Co-Publisher

TENbyTEN Magazine, Chicago, IL: 1999 - 2004

Coordinated all design, layout, pagination, production and photography for a nationally distributed contemporary visual culture magazine. Recruited volunteers, managed a staff of 10 designers, expenses, vendors, and resources. Developed marketing initiatives and assisted in event planning and customer relations.

Associate Specialty Department Team Leader & Beer Buyer

Whole Foods Market Chicago, IL: 1998 - 2000

Managed all team member hiring, development, and accountability. Responsible for profitability, inventory control, buying, regulatory compliance, ordering, product education, merchandising and marketing initiatives for the beer, wine, cheese and imported foods department in a large retail grocery store with \$60 million a year in sales.

Graphic Designer

Whole Foods Market Chicago, IL: 1995 - 1998

Designed point of sale, way finding signage, promotional & marketing materials. Worked with regional marketing departments to develop events, promotions and educational materials. Helped open 9 regional Whole Foods Markets including designing signage, promotional collateral, identities and educational material.

Internships

1992 - 1995

USA TODAY, Arlington, VA; The Los Angeles Times; Los Angeles, CA.

Laurie Rubin Photography, Chicago, IL; The Kalamazoo Gazette, Kalamazoo, MI;

Expertise

Adobe CS4 (including Illustrator, Photoshop, Bridge, and InDesign), Acrobat Pro, Microsoft Word, Powerpoint, Excel. Understanding of Dreamweaver, basic HTML, and blogging software.

Education

Certification, Museum Studies, *Northwestern University*, Chicago IL 2009

BA, Journalism & Socio-Cultural Anthropology, *Michigan State University*, East Lansing MI 1994

