

AMY WYBO: Creative Director • Chicago, IL

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Creator, presenter, mentor and ideator. Curious about new technology and creating experiences that are current and on trend, while being mindful of budget. Not only highly conceptual, also thrives on connecting the dots between data, content, social and digital media. I pride myself on mentoring and fostering a cohesive creative culture, in-person or remote.

EXPERIENCE

VP, Group Creative Director, VML • present

Humana, BCBS, Johns Hopkins, St. Jude, Fresenius Kidney Care, Novartis, P&G eComm

Creative Director, Hawkeye Agency (Publicis Lion Company) • July 2021 - May 2022

Co-lead on USAA Banking and Insurance, full funnel: linear TV, Social, DCO, EM & DM

Creative Director, Norton Agency, Chicago, IL • July 2017 - July 2021

Alcon, Pedialyte, Bausch & Lomb, James Hardie, Capital Group, Smith+Nephew, Akorn Pharmaceutical, Euclid Emerald Myopia Treatment, Tangent Technologies, Dispensary 33

- Produce on-strategy creative solutions that reflect global brand personalities for all Alcon global contact lens brands
- Lead on social media campaigns for 7 Alcon consumer brands
- Mentor and manage a team of writers and art directors, leading cross-functional team collaboration & culture
- Create digital video, social and display campaigns

Creative Director, RPM Advertising, Chicago, IL March 2006 - June 2017

Led consumer campaigns for print, broadcast and online. Harrah's Entertainment, Penn National Gaming, Thunder Valley Resort, Club Libby Lu Experiential Retail, White Hen Pantry, Chicago Public Library Foundation, Terlato Wines, Kehe Foods

Senior Designer, Di Donato Design • Chicago, IL • December 2001 - March 2006

Package and brand design for Jim Beam, Barton Brands, Alberto-Culver, Goos Island, ConAgra Foods and Paterno Wines Int'l

Senior Designer, BrassRing, Inc. • Chicago, IL • July 2000 - November 2001

Web and print designer for the Tribune affiliated online recruitment agency

Graphic Specialist, J. Walter Thompson • Detroit, MI • June 1999 - July 2000

- Kohl's, White Castle, Ford and Domino's Pizza

Senior Designer/Supervisor, The Palace of Auburn Hills, MI • September 1996 - June 1999

- In-house design for the NBA Detroit Pistons, Detroit Vipers Hockey, the WNBA Detroit Shock and two outdoor entertainment venues

Graphic Designer, Metro Times • Detroit, MI • October 1994 - August 1996

- Ad design and production for weekly news, arts and culture newspaper

Wybo Design • 2016 - present

- Small business owner of jewelry and home accessories line, <https://www.wybodesign.com>

EDUCATION

Michigan State University: BA in Advertising