

Jeff Engel

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Experience: **Years of dedicated Art Direction, Graphic Design, Digital Illustration and Production experience.**

My extensive experience in general advertising, promotional/direct/shopper marketing and digital art & design brings a wide range of creative capabilities. I offer strong conceptual art direction with an emphasis on compelling design, efficient production workflow and a deadline-driven work ethic.

2016- 2017: **Freelance Art Direction, Graphic Design and Production.**

Providing creative development and production for various clients (web, direct mail, packaging and brand identity):

- Amway International production and design
- Constellation Brands design and production (Corona, Pacifico, Modelo Beer)
- Kraft/Cracker Barrel brand logo redevelopment
- AON Corporation brand identity development
- Mondelez International production and design
- Various Financial Services Firms (Wall Street and Chicago)
- Alicia International Beauty packaging design and production

2015- 2016: **Freelance Designer, Purohit Navigation** Chicago, Illinois

4 month contract freelance position providing design and production on Gilead Sciences Pharmaceutical account:

- Ontepix packaging concepts and design
- Focus Diagnostics tradeshow booth development
- Cutanea collateral design and production
- Gilead corporate event design and development

2015- 2015: **Freelance Art Director/Designer, HAVAS Chicago** Chicago, Illinois

6 month contract freelance position providing design and development of direct marketing, interactive promotions and logo develop on the newly won Camel Account (RJ Reynolds).

2014- 2015: **Freelance Art Director/Designer, TWEAK/GAMS Communications** Chicago, Illinois

7 month contract freelance position providing design and production on a variety of accounts, including:

- CF Railcar Freight
- ANDIS Haircare
- Asia Pacific
- Union Leasing, Inc.
- Advanced Tractor Dynamics.
- XCED Aviation Services

2010- 2014: **Creative Director, tradeMONSTER.com and optionMONSTER.com** Chicago, Illinois

Provided oversight and creative development of the companies online, direct and promotional marketing initiatives including web, print, radio, outdoor and trade show/convention.

2009- 2010: **Freelance Art Direction, Graphic Design and Production.**

2008- 2009: **Art Director G2 Promotional Marketing** Chicago, Illinois

Provided creative solutions for print, in-store tv, display and point of purchase Art Direction/Design:

- Kraft
- Wal-Mart
- P&G
- Dairy Management, Inc.

2006-2007: **Graphics Instructor Digital Bootcamp** Chicago, Illinois

Freelance Art Direction and Design, Freelance Web Design/Development.

1996-2006: **Art Director/Senior Digital Artist Foote, Cone & Belding Advertising** Chicago, Illinois

Worked with the agency's creative directors, developing creative concepts and finished advertising design for a variety of accounts:

- Quaker (Gatorade, Capt. Crunch, Quisp)
- John Deere (General print, dealer direct, outdoor)
- SC Johnson (Glade, Ziploc, Edge, Pledge, Raid)
- Applebee's (General print, web, outdoor)
- Kraft (Tombstone, Cheese, Mac n' Cheese, CPK, web)
- Boeing (General print, outdoor)
- Coors (Coors Original, Coors Light, web)
- Pro Bono: Junior Achievement

2002-2006: **Art Director/Graphic Designer Big City Mountaineers** Golden, Colorado

Along with my full time agency position, I also assisted the non for profit organization, Big City Mountaineers, providing all aspects of design, advertising and promotional material. This work includes national print advertising, web, promotional mailers, identity and other various creative services.

1995-1996: **Freelance Graphic Designer, Graphics Trainer and Consultant.**

1993-1995: **Senior Graphics Instructor/Consultant Digital Bootcamp** Chicago, Illinois

Provided training for most of the companies graphics classes, training professional designers and art directors basic thru advanced QuarkXPress, Adobe Photoshop, Adobe Illustrator and MultiMedia application programs.

Other responsibilities include Corporate on-site training and consultation.

1991-1993: **Art Director/Graphic Designer Motoport U.S.A.** San Diego, California
Difi International Varel, Germany

Duties included art direction and design of all Motoport retail and dealer catalogues, national print advertisements, and garment designs for motorcycle racewear. Additional responsibilities included aiding in the management of the national retail/dealer network, and traveling with the company's retail booth in the 1991 and 1992 International Motorcycle Shows. At the companies headquarters in Germany, work included art direction of companies catalogues, advertising and promotional projects.

Education: Columbia College Chicago, Illinois B.A./Graphic Design
Southern Illinois University Carbondale, Illinois

Personal information and references available upon request