



“Looking at myself” Self Portrait by D.J. Reichel, 1990

I am an artist. Creativity is my business.

In addition to my professional efforts, I am a passionate home remodeler with a flair for painting and refinishing hardwood floors. See my behance page for pics.

Outside of work, I’m an enthusiastic gardener. My summers are spent in my garden coaxing tomatoes, cucumbers, peppers, and zucchini from the ground.

I’m also a very capable amateur chef who loves to dazzle my family and friends with beautifully delicious meals.

Experience as a Student

MOST RECENT

Case Western Reserve University

- Full Stack Web Development Boot Camp
- Completed July 2019

STILL USING THESE SKILLS

Cleveland Institute of Art

- Various Continuing Education classes including: Graphic Design, InDesign, Illustrator and Photoshop
- 1985-2012

STILL USING SOME OF THESE TOO

Cuyahoga Community College:

- Various Continuing Education classes including: Photoshop, Web Design 1/HTML, Web Design 2
- 1997-2004

ANCIENT HISTORY

Art Institute of Fort Lauderdale:

- Advertising Design
- 1982-1983

D.J. Reichel

Art Director / Graphic Designer / Illustrator / Typographer

I’ve been working as an art director/designer/illustrator/typographer for more than 35 years. That experience has taught me to provide thoughtful collaboration, spot-on creative thinking and effective decision making. I’ve always worked hard and invested copious hours to become skilled and efficient. The projects I’ve worked on have required me to manage myself, my co-workers and vendors including photographers, commercial printers and freelance artists with a variety of specialties and disciplines.

Standards and expectations change often enough to keep me a constant student. Through perpetual study and practice, I have grouped my love and dedication of “making things” with my print production knowledge, together with a robust sampling of computer programming. My interest lies in becoming a special blend of old school craftsmanship and new school technology.

In and out of the office, my values encompass a realistic “can do” and “do it right” mindset.

Experience as a Freelancer

Creative Principal: DJ Reichel Graphic Design • 1989–Present

D.J. Reichel Graphic Design for Communication & Style, Lakewood, Ohio - Since June 1989

Responsibilities: All aspects of operating a small business (including but not limited to): managing projects, people, technology, time, money, contacts, presentations, proposals, prices, promotions, sales, marketing, and vendors,

Projects: (including but not limited to) Design & production for Ads, brochures, newsletters, annual reports, logos, stationery, flyers, menus, announcements, catalogs, invitations, greeting cards, labels, displays, packaging, hats, t-shirts, pocket folders, posters, signs, magazines, illustrations and calligraphy.

Experience as an Employee

Visuals and Publications Manager • Hathaway Brown School • Since 2019

I work with a wide variety of people to produce a wide variety of advertising and promotional materials. I support Leadership, Admissions, Advancement, Faculty and Staff to communicate important information, keep and attract new students and raise money.

Manager, Publications • United Way of Greater Cleveland • 2006–2018

I conceived, designed and produced campaign materials which contributed to raising over \$40 million annually. My involvement ran the gamut from “full on - start from blank paper” concept development to “teeny-tiny, change-the-date-and-send-it-out” postcard production.

Art Director • MP Design • 2003–2005

We were working on a very large catalog with lots of products: Lowe’s and Portfolio Branded lighting. I started out part-time proofreading layouts by comparing them to Excel documents. I then created Quark documents (with master pages and stylesheets) to sort and pair-up a vast database of photos and copy blocks. Package layout and production followed.

Graphic Designer • Saifman Richards Associates • 1993–2001

Quark production for a variety of projects, worked in collaboration with art directors, production managers, and executives to create, build and maintain finished art files.

Art Director • Matrix Essentials • 1994–1999

Idea development, renderings, and layouts for advertisements, packages, trade show displays, workbooks, catalogs, product labels, and other marketing materials.

CONTACT ME

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FOLLOW ME

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- [DJsAttic](#)
 - [Redbubble Shop](#)
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SPECIALIZED SKILLS

- Excellent interpersonal, organizational and problem solving skills
- Ability to operate autonomously with little supervision
- Strong verbal and written communication skills
- Team player with positive attitude
- Life-long learner
- Self-motivated

INTERESTS

- Gardening
- Cooking
- Exercising
- Fishing
- Refinishing furniture and floors
- Working on my 100 year-old house