



# résumé

*D.J. Reichel*

# *objective*

**To work on any project involving intelligent thinking, high quality design and fine craftsmanship.**

**I like to use my head, my heart and my hands.**



# *skills*

I listen to ideas and directions, read books, day dream, think, rethink, watch tv, critique movies, shoot baskets, talk, get lost, fly kites, grow flowers, refinish furniture, stay awake during long meetings, lead, follow, analyze blank paper, create layouts, paint a room, sketch, listen to music, sing in the car, stand tall, design, doodle, write headlines, go fishing, make things, take photos, revise everything, take long walks, avoid skateboards (and broken bones), plan dinner, manage printing, drive a stick, prepare dumb lists, yadda, yadda, yadda, etc., etc., etc. and then some.

In my spare time, I blend the compost, till the soil, plant the seeds, nurture the plants, tend, harvest and can the tomatoes. And then I make a damn good marinara sauce.

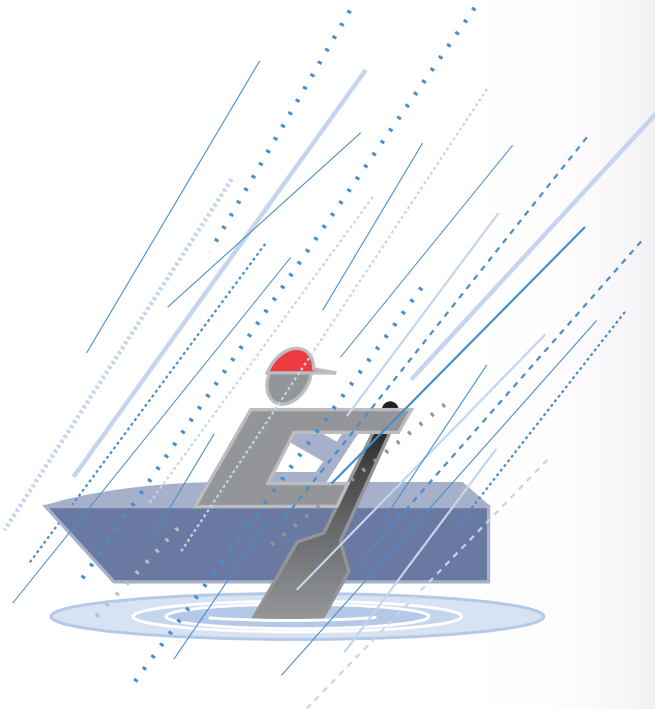
# Experience

## D.J. Reichel Graphic Design, Inc.

Lakewood, Ohio - Since June 1989

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

**Projects:** (including but not limited to): 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.



## United Way of Greater Cleveland

Cleveland, Ohio - 2005 - 2018

Publications Manager

### Talk about moving from the frying pan into the fire.

I had hoped to be the webmaster by now, but a limited staff and my solid understanding of print production gives me a steady diet of print literature to chew on. My projects run the gamut of "full on blank paper" concept development to teeny, tiny change the date and get it outta here postcard production. Most everything is followed up with a long, crowded approval process, a weeks worth of revisions and a drop-dead timeframe of yesterday or sooner. It's a punch in the nose, but I still manage to get everything done with a smile on my face.

### You need some of this?

## MP Design

Sagamore Hills, Ohio - 2003 - 2005

Freelance Art Director

### Quark, Quark, Quark – Illustrator, Illustrator, Illustrator.

I started part-time proofreading layouts by comparing them to Excel documents. We were working on a very large catalog with lots of products. Everything had to be verified at several levels. I moved into creating Quark docs to sort and pair-up a vast database of photos and copy blocks. I progressed into lead layout designer and directed other freelance artists with project techniques and file management procedures. I eventually transitioned to package layout and production for Lowe's Portfolio brand lighting products.

**This was a huge chunk of fast-paced layout and production of catalogs and packages.**

## Cleveland Opera

Cleveland, Ohio - 2001

Summer School Art Teacher

Cleveland Public Schools

### The first day was a zoo, the last day was even better.

I designed and taught art projects to girls and boys in grades 2 through 5. We created props and set materials for the students production of "The Pirates of Penzance." It can't be more fun than this. Most days were great and some days gave me a headache. Everyday gave me an opportunity to share with someone.

**I got to work with main stage opera singers. Beautiful.**

**I was in a roomful of kids everyday! Priceless.**

*Experience continued*

## Saifman Richards Associates

Beachwood, Ohio - 1993 - 2001  
Freelance Graphic Designer

### I'm high tech.

I became their first call when their office became busy enough to staff up. What started as a few hours a week to do Quark production quickly turned into a few days, a full week, then quickly all the time. On all the projects. I worked directly with art directors, production managers, salespeople and executives to create, build and maintain finished art files. Everything was computerized by now.

**This was a great professional agency environment to work in. It's an experience I'm proud of.**

## ArtsyFartsy

Cleveland, Ohio - 1991 - 1992  
Art Director / Senior Designer

### Inspiring creative interaction.

The design categories crossed between commercial establishments, established markets, new markets, activism and just plain old ideas. The projects covered marketing and advertising to custom full-color garment printing for corporate promotion and art wear.

**We hung out.**

**We worked hard.**

**We became computerized.**

**We thought we were.**

## Matrix Essentials

Solon, Ohio - 1994 - 1999  
Freelance Art Director

### Back to the Grind.

Everything I like to do, at a place with people I like. Grind out ideas, renderings, layouts, ads, packages, workbooks and catalogs. This was a busy place with all sorts of products and marketing materials to go with them. Lots of people involved with lots of ideas and a steady stream of things to do.

**I really got to stay busy, make a lot of different things, manage different projects and work with people who knew what they were doing.**

## Carpenter Reserve Printing

Cleveland, Ohio - 1989 - 1990  
Art Director / Senior Designer

### My first major promotion. Still old school.

Different types of projects came in from my supervisors. After briefing, I'd think of ideas and sketch design solutions, run them by my boss, then prepare the layouts. After revisions and finally approval, I'd start the production. Specify and order the type. Schedule and direct the photography. Order or make any other art involved. Onward to prepress and then the pressroom. I worked directly with other specialists to ensure high design standards for quality and accuracy.

**I could think, design, present and produce real solutions for real projects in a professional environment. I learned a lot of information I still use today.**

## DesignWyse

Cleveland, Ohio - 1984 to 1989  
Art Director / Graphic Designer

### I finally have a real graphic design job.

My projects always started with direction from my boss. I then made layouts by hand for presentations to clients. I used paper, markers, pencils, stats, rubdowns, color keys. You name it, old school stuff. Then I'd fit the copy to the layout by using a complex formula involving character counts, font profiles, type faces, sizes in points, leading in points, line width in picas. I'd mark-up my final copy with all this information and send it to a typesetter, who would provide me with type galleys. Define, schedule and order any other photography or art involved. Next step was keyline. If you know what a keyline is, then you know the rest. I constantly worked hard, digested what I learned and invested tons of hours to become good in this art business.

**I grew by leaps and bounds with this experience because of the work I did and the people I worked with. If you get the chance, learning from the best is well worth it.**

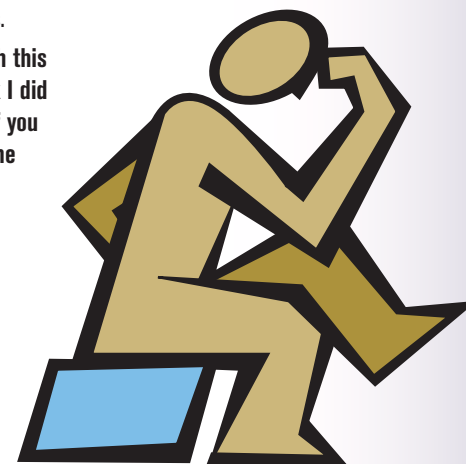
## Peto's Type House

Cleveland, Ohio - 1983  
Photo Typographer

### Getting to know type.

I created all sorts of headlines and display words one letter at a time. Using a Typositor. Fonts were available on long strips of film that were threaded through a light controlled lens and maneuvered with handles and gears. Each individual letter was arranged so light would shine through it and onto a strip of photographic paper. Exposure time was adjusted and letter spacing was added manually. The finished words flowed through a tray with a series of developing, stopping and fixing chemicals. I'd cut-up the strips, paste them together, shoot a photostat and present for approval.

**I liked working here. I could be artistic and productive at a fast pace, all at the same time.**



*Experience continued*

### **Morgan Studio**

Cleveland, Ohio - 1981 - 1982

Graphic Artist

#### **A good start for my career.**

Downtown. Working at a real art studio with drawing boards, paper and markers. While learning great methods and techniques, I assembled most of the layouts that were used for client presentations and approval. I used the big camera to shoot all sorts of stats and film negatives for color keys and presstype. I then moved onto the “paste-ups” by creating or gathering various other art elements and pasted them together on art board or plastic film overlays.

**I worked hard here, learned constantly and felt comfortable in my environment.**

### **Donn Litho**

Bay Village, Ohio - 1981

Assistant Graphic Artist

#### **In the beginning.**

My vocational commercial art training was beginning to provide for me at the Donn Corporation print shop. Very technical. I worked directly for the art director and pressroom manager. I helped them by working with the big camera to shoot stats and film negatives. I did paste-ups for corporate literature and stripped negatives, then burned and cleaned the printing plates. I also operated bindery equipment for saddle stitching and drilling holes. Like I said earlier, this was my first taste of the technical side of being a graphic artist.

**I don't remember being overly good at this job, but I do remember trying hard and learning a lot of valuable real world information. Thanks guys.**

### **Fisher Fazios**

Lakewood, Ohio - 1980

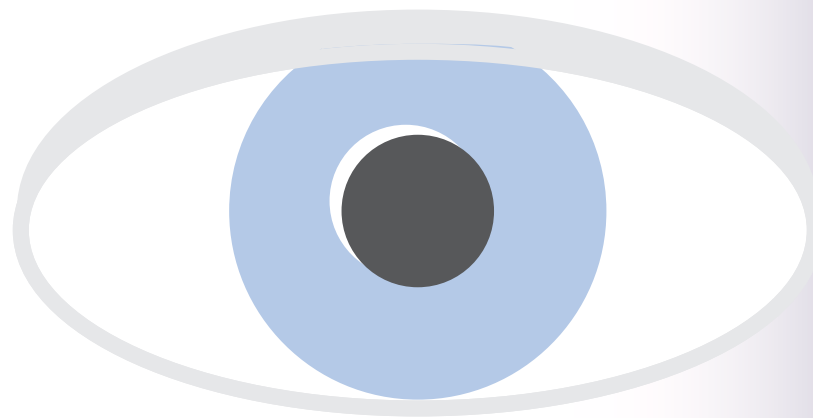
Grocery Store

#### **My first job. I'm in the union.**

I mostly packed grocery bags at the end of the conveyer belt. Sometimes I helped people out to their cars with groceries. I collected the shopping carts from the parking lot. I received and kept track of the returnable bottles. Anyone remember those? The good shift was a night where I could help stock the shelves. I got to use the pricing gun and a box cutter. I liked it.

**I mopped the floor once. I spilled the bucket five minutes before the store opened. Hmmm, bad idea? Never had to do that job again.**

**My first paycheck, after union initiation and dues, about \$3.00. Ouch!**



**I'll always be learning.**

I believe constant growth and development means to pursue an education through perpetual challenge, change, risk, honesty, interaction and achievement.

# ***Education***

Usually it's crazy, but in a perfect world, crazy is good.

# Formal School & Classes

Cleveland Institute of Art  
Adobe Creative Suite  
Completed 2012

Graphic Design  
Completed 1985

Cuyahoga Community College  
Web Design 2  
Completed 2004

Web Design 1 - HTML  
Completed 2003

Photoshop  
Completed 1997

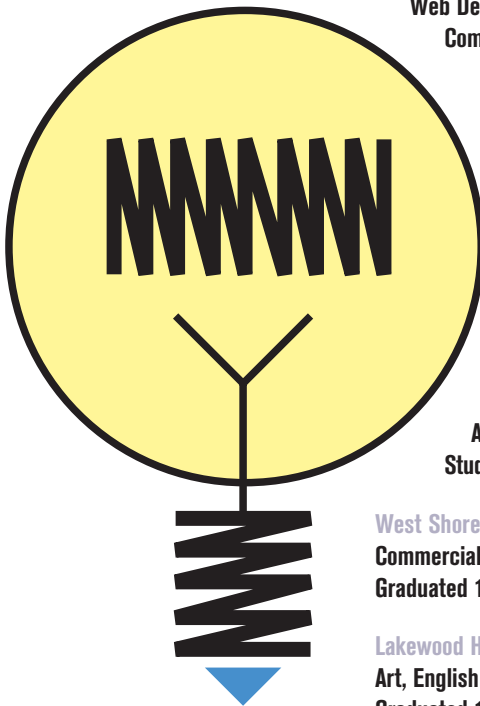
Lakewood Adult Education  
Website Design  
Completed 1998

Asian Cooking  
Completed 1993

Art Institute of Fort Lauderdale  
Advertising Design Major  
Studied 1982-83

West Shore Vocational Education  
Commercial Art major  
Graduated 1981

Lakewood High School  
Art, English and Math majors  
Graduated 1981



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This resume was designed, written and illustrated by D.J. Reichel

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