



“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.

My summers are spent in my garden coaxing tomatoes, cucumbers and peppers from the ground.

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

EDUCATION

Case Western Reserve University

- Full Stack Web Development Boot Camp
- Jan-July 2019

Cleveland Institute of Art

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

Cuyahoga Community College:

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

Art Institute of Fort Lauderdale:

- Advertising Design
- 1982-1983

D.J. Reichel

Art Director / Graphic Designer / Full Stack Web Developer

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

I’m currently a student in the CWRU Full-Stack Web Development Bootcamp. I’m learning front- and back-end web development.

Industry changes often enough to keep me a constant student. Through perpetual study and practice, I have coupled my love and dedication of “making things,” along with my print production knowledge, together with a robust sampling of computer programming and web development. My interest lies in becoming as proficient at coding as I am working with Adobe’s InDesign, Photoshop, Illustrator and Acrobat. I am 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. I want to join a team of professionals I can learn from, look up to, stand next to and guide into the future.

EXPERIENCE

Creative Lead: DJ Reichel Graphic Design • 1989–Present, Cleveland, Ohio

Manage all aspects of running a small business: project flow, people, technology, time, money, contracts, presentations, proposals, prices, promotions, vendors, sales and marketing. Projects include ads, brochures, newsletters, annual reports, logos, stationary, flyers, catalogs, displays, greeting cards, invitations, packaging, hats, t-shirts, posters, signs, illustration, calligraphy, etc.

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

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.

Freelance Art Director • MP Design • 2003–2005, Sagamore Hills, Ohio

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.

Freelance Graphic Designer • Saifman Richards Associates • 1993–2001, Beachwood, Ohio

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.

Freelance Art Director • Matrix Essentials • 1994–1999, Solon, Ohio

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

Art Director/Senior Designer • Carpenter Reserve Printing • 1989–1990, Cleveland, Ohio

I provided a graphic design mechanism to secure printing projects. My role was to generate ideas and sketch design solutions, create layouts for presentation, copyfit and specify typography, schedule and direct photography and oversee finished art.

Art Director/Graphic Designer • DesignWyse • 1984–1989, Cleveland, Ohio

I used paper, markers, colored pencils, presstype, color keys, etc. to create layouts by hand for presentation to clients. I used stats, type galleys, rubber cement, etc. to make keylines for printing - all old school.

CONTACT ME

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SPECIALIZED SKILLS

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

SOFTWARE AND TECH

- Adobe Creative Suite
- Microsoft Office
- HTML
- CSS
- Javascript
- MySQL
- Node