

JOESTEELE

+ EMAIL: steeledesign@yahoo.com

+ PHONE: 917.753.3390

+ WEB: steeledesign.squarespace.com

Creative Consultant, Art Director and Designer, Developing Conceptual Print ADs, Direct Mail, Collateral and Web Marketing.

ART DIRECTOR

APRIL/15 — PRESENT FREELANCE CHARTER COMMUNICATIONS
Web design and a print AD campaign for COOMI jewelry • Direct Mail for Charter at Wunderman

FEB/08 — APRIL/15 MRM-McCANN VERIZON
Direct Mail Packages; • Letters • Magazine ADs • Colateral (Manuals + Brochures) • Emails & Banners

DEC/98 — FEB 1/08 FREELANCE CITIBANK + OTHERS
Citibank (Wunderman) • Capital One • AARP, Verizon, CA, (Draft) • Am Ex, Merrill Lynch (JWT) • E-Trade, Chase, Forest Health, Pfizer • Merck (FCB) • Lucent (McCann) • Sanyo (Dentsu) • Subaru (R/GA)

1995 — DEC/98 BOZELL DIRECT MERRILL LYNCH + OTHERS
Lincoln Tech • Merrill Lynch • NY Times • FEMA (National Flood Insurance)

1990 — 1995 GILLESPIE DIRECT MUSIC CHOICE + OTHERS
Cellular One • Atlantic Electric • Col. Nat. Bank • Music Choice (Cable Radio) • Sammons Cable

1988 — 1990 FREELANCE AUDI + OTHERS
Lincoln Savings • SBLI • Iwatsu • Dialogic • Malcolm X (CD) • Audi (Two Audi Owner Magazines)

1986 — 1988 AMMIRATI & PURIS BMW CARS & MOTORCYCLES
Designed collateral, magazine, newspaper and TV ADs for BMW

1984 — 1986 McCAFFREY & MCCALL MERCEDES-BENZ, NOTHROP
Designed collateral, magazine, newspaper and TV ADs for Mercedes-Benz. • Designed magazine and newspaper ADs for Northrop Aviation for the introduction of the F-18

AWARDS

ART DIRECTORS CLUB; BMW AMMIRATI & PURIS
ART DIRECTORS CLUB; MERCEDES-BENZ McCAFFREY & MCCALL
ART CENTER PERMANENT COLLECTION; AUBURN SPEEDSTER BROCHURE STUDENT

EDUCATION

ART CENTER COLLEGE OF DESIGN, PASADENA CALIFORNIA, B.F.A., MAJOR; ADVERTISING DESIGN
INDESIGN, PHOTOSHOP, ILLUSTRATOR