



CERTIFIED EXPERT

Jeff Witchel

Art Director, Writer, Creative Director

Phone: 732-254-1338 Email: witcheladv@comcast.net
Portfolio: <http://home.comcast.net/~witcheladv>
Training: <http://home.comcast.net/~adobeace>

WORK EXPERIENCE

**Freelance Art Director, Writer
Creative Director**
New York/New Jersey
2000-Present

Aggie Perilli Communications: Pfizer, Johnson & Johnson, Roche, Gemtor Safety Equipment, Affinity Federal Credit Union, The Arc of Somerset County

Balan Design: KnowFat Restaurants, Pacific Dental

Frieze Advertising: Atlantic Mills, Franklin Farms, Jeen Ingredients, John Guest Plumbing & Heating Fittings, Tabatchnick Foods

LBC: The Port Authority of New York and New Jersey – The Tunnel

Sprout Recordings: Jon Sprout's latest album – marketing materials

Witchel Advertising
East Brunswick, NJ
1992-2000

President/Creative Director

AT&T CommVault, AT&T Creative Concepts, Sawhney Software, InfoMaps, TKR Cable, InSoft, NYK Line, Hirschberg Schutz Lace, Horizon Fabrics Ribbon, London Fog Umbrellas & Rainwear, Trodat Telecom, Pfizer Pharmaceuticals, Matrix Communications, Prudential Realty, Skylands of NJ Tourism Council, WordStart, Futai, Fore Florida Magazine, Holiday Inn-Port St. Lucie

QLM Associates
Princeton, NJ
1989-1991

Senior Writer/Senior Art Director

Roy Rogers Restaurants, Johnson & Johnson, Pillsbury, Kraft, Citibank, Ciba Consumer Pharmaceuticals, Sunshine Cookies, Colgate, AT&T

Gianettino & Meredith
Short Hills, NJ
1987-1988

Creative Group Head

Chinon Cameras, Blue Cross/Blue Shield of NJ, Muralo Paints, ShopRite, Jersey Central Power & Light, Resorts International

Wells, Rich, Greene
New York, NY
1987

Senior Art Director

Pan Am

Grey Advertising
New York, NY
1980-1986

Creative Supervisor

Grape-Nuts, Fruit & Fibre, Nuprin, Joy Dishwashing Detergent

Cole & Weber
Seattle, WA
1980

Associate Creative Director

Rainier Bank, Westin Hotels, Kenworth Trucks, Princess Tours, Sea Galley Restaurants

**Humphrey Browning
MacDougall**
Boston, MA
1978-1980

Art Director

Converse Shoes, Parker Brothers, Old Colony Bank, The Plaza Hotel, Provident Institution for Savings, Keep The Washingtons in Boston

Young & Rubicam
New York, NY
1973-1978

Art Director/Writer

Eastern Airlines, Jell-O Pudding, Birds Eye, Excedrin PM, Union Carbide, Johnson & Johnson

COMPUTER GRAPHICS	Master of Photoshop and other Creative Suite applications
Computer Graphics Certifications	Adobe Certified Expert in Adobe Illustrator CS3 Adobe Certified Expert in Adobe InDesign CS3 Quark Certified Expert in QuarkXPress 6
Adobe Certified Instructor	Adobe Illustrator CS3 Adobe InDesign CS3
Writer/Author	<i>Inside Adobe Illustrator CS 2</i> – Author and Instructor (Magnet Media) <i>Inside Adobe InDesign CS 2</i> – Author and Instructor (Magnet Media) <i>Illustrator CS3 JumpStart</i> – Author and Instructor (Magnet Media) <i>InDesign CS3 JumpStart</i> – Author and Instructor (Magnet Media) <i>Layers Magazine Tips of the Day</i> – Writer (Kelby Publishing) <i>Layers Magazine Online Tutorials</i> – Writer (Kelby Publishing)
AWARDS	2008 The Arc of New Jersey – Communicator's Award for The Arc of Somerset County 2006 Graphic Arts Awards Exhibition – Pfizer International Awareness Campaign 2006 The Communicator Award of Distinction – Pfizer International Awareness Campaign 2005 The Arc of New Jersey – Marketing Award for The Arc of Somerset County 2004 The Arc of New Jersey – Branding Award for The Arc of Somerset County 2000 Association of Graphic Communications (New York) – Certificate of Achievement: Pfizer Y2K Newsletters 2000 Association of Graphic Communications (New York) – Special Merit Award: Pfizer CIT Capabilities Folder 1999 State of New Jersey Travel and Tourism Governor's Award – Skylands of NJ Tourism Council 1998 State of New Jersey Travel and Tourism Award – Skylands of NJ Tourism Council 1996 NY Metro Chapter of the Society for Technical Communications Award – Pfizer 1995 NJ Art Directors Show – Samsung 1994 Harvey Communications Award – AT&T 1993 Open Systems Today Readership Award – AT&T 1988 I.B.F. Awards – Blue Cross/Blue Shield of NJ 1988 NJ Art Directors Awards – Blue Cross/Blue Shield of NJ 1981 Andy Awards – The Plaza Hotel 1981 Hatch Awards – Finalist: BASF Computer Products 1980 Emmy Awards – Finalist: The Washingtons 1980 One Show – Finalist: The Washingtons 1978 Andy Awards – Jell-O Pudding 1978 NY Art Directors Show – Gold Award: Jell-O Pudding 1977 Graphis Annual – Y&R (Client) 1977 One Show – Gold Award: Roosevelt Island 1976 One Show – Y&R (Client)
EDUCATION	Pratt Institute B.F.A. Cum Laude in Advertising Design, 1973