



CERTIFIED EXPERT*

Jeff Witchel

Art Director, Writer, Creative Director

*Adobe will be ending the Adobe Certified Instructor Program December 31, 2023.

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WORK EXPERIENCE

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

Aggie Perilli Communications: Pfizer, Johnson & Johnson, Roche, Affinity Federal Credit Union, The Arc of Somerset County
Elish Marketing Group: Bennigans, Chili's Restaurants, Tai Pak, Pollo Campero Restaurants, Hale and Hearty Restaurants
JPR Group: The Reutlinger Community (assisted living)
Natera: Graphics for medical conferences
Springer Healthcare: Astra Zeneca, Bayer, Merck
Wyckoff Heights Medical Center: Project management of new website

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, 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 Cloud applications

**Computer Graphics
Certifications**

Adobe Certified Expert in Adobe Illustrator CC
Adobe Certified Expert in Adobe InDesign CC
Quark Certified Expert in QuarkXPress 6

Adobe Certified Instructor*

Adobe Illustrator CC **Adobe will be ending the Adobe Certified Instructor Program
Adobe InDesign CC December 31, 2023.

Writer/Author

Inside Adobe Illustrator CS 2 – Author and Instructor (Magnet Media)
Inside Adobe InDesign CS 2 – Author and Instructor (Magnet Media)
Illustrator CS3 JumpStart – Author and Instructor (Magnet Media)
InDesign CS3 JumpStart – Author and Instructor (Magnet Media)
Layers Magazine Tips of the Day – Writer (Kelby Publishing)
Layers Magazine – Writer (Kelby Publishing)
InDesign Magazine – Writer
InDesign CS5 Training Bundle – Author and Instructor (Infinite Skills)

AWARDS

The Arc of New Jersey:

Communicator's Award for The Arc of Somerset County

Graphic Arts Awards Exhibition:

Pfizer International Awareness Campaign

The Communicator Award of Distinction:

Pfizer International Awareness Campaign

The Arc of New Jersey:

Marketing Award for The Arc of Somerset County

The Arc of New Jersey:

Branding Award for The Arc of Somerset County

Association of Graphic Communications (New York):

Certificate of Achievement, Pfizer Y2K Newsletters

Association of Graphic Communications (New York):

Special Merit Award, Pfizer CIT Capabilities Folder

State of New Jersey Travel and Tourism Governor's Award:

Skylands of NJ Tourism Council

State of New Jersey Travel and Tourism Award:

Skylands of NJ Tourism Council

NY Metro Society for Technical Communications Award:

Pfizer

NJ Art Directors Show: Samsung

Harvey Communications Award: AT&T

Open Systems Today Readership Award: AT&T

I.B.F. Awards: Blue Cross/Blue Shield of NJ

NJ Art Directors Awards: Blue Cross/Blue Shield of NJ

Andy Awards: The Plaza Hotel

Hatch Awards: Finalist, BASF Computer Products

Emmy Awards: Finalist, The Washingtons 30 Second TV Commercial

One Show: Finalist, The Washingtons

Andy Awards: Jell-O Pudding

NY Art Directors Show: Gold Award, Jell-O Pudding TV Campaign

Graphis Annual: Young & Rubicam (Client)

One Show: Gold Award, Roosevelt Island

One Show: Young & Rubicam (Client)

EDUCATION

Pratt Institute

B.F.A. Cum Laude in Advertising Design, 1973