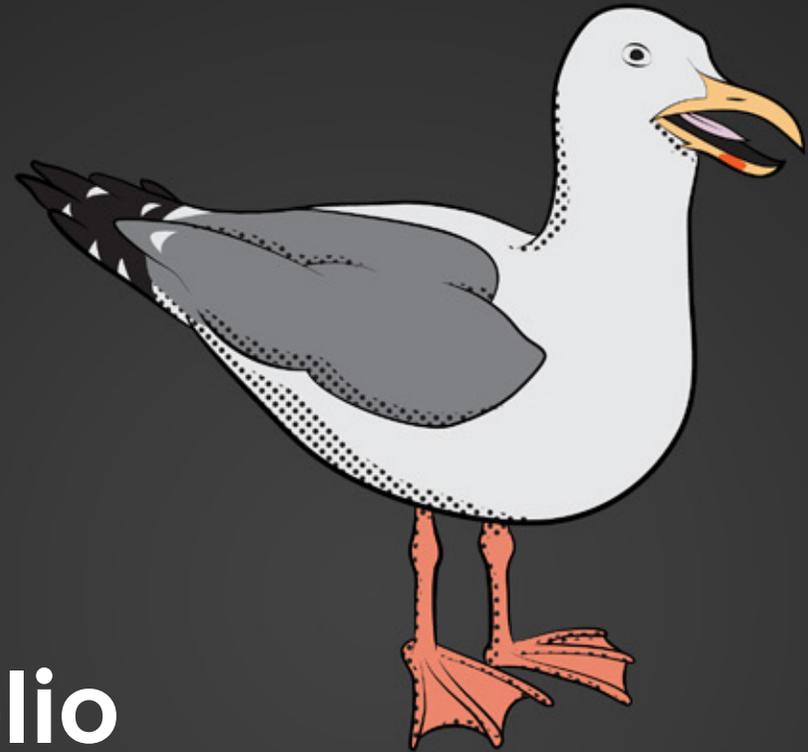


JOEL SIEGEL
Graphic Design Portfolio



JOELSIEGEL



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joelsiegel.com

GRAPHIC DESIGN
ILLUSTRATION
COMICS
SOCIAL MEDIA
ART

GRAPHIC EXPERIENCE

- CORPORATE DIGITAL MARKETING MANAGER** 2017–Present
S B Yen Management Group, Chicago, IL
Management & creation of digital and print marketing materials for 7 hotels.
- FOUNDER/ORGANIZER/DESIGNER** 2015–Present
Linktober, Chicago, IL
Creation and management of a themed social media art challenge and brand recognition.
- GRAPHIC DESIGNER/OWNER** 2010–Present
joelsiegel, Chicago, IL
Create, manage, and expand the brand recognition of my artwork and independent comics.
- MARKETING ASSISTANT** 2017
Dark Water Studio, Willow Springs, IL
Manage all marketing and create graphics for the studio and artists.
- PR MANAGER, GRAPHIC DESIGNER, SOCIAL MEDIA MANAGER** 2016
International School of Comics, Chicago, IL
Creation and management of promotional graphics for the school.
- GRAPHIC DESIGNER (CONTRACT)** 2011–12, 2013–16
TravelClick, Schaumburg, IL
Designing web banner advertisements and email newsletters for 4 & 5-star hotel clients.
- GRAPHIC DESIGNER** 2012
Proof Nightclub, Chicago, IL
Laying out promotional print material for nightclub events.
- LEAD DESIGNER** 2007–2009
ModuTouch Inc., Chicago, IL
Designed user interfaces and advertisements for touch screen way finding kiosks.
Supervised, delegated and assisted in tasks for other designers.

RELEVANT RESPONSIBILITIES

- Design, build, and maintain websites through code and CMS
- Maintain branding across all digital and print media
- Social Media Management and content creation
- Create, design, code, and distribute numerous email newsletters
- Record and edit video
- Research and development of other advertising opportunities
- Layout, design, create, animate and revise rich media web banner advertisements
- Design User Interfaces for touch screens
- Create and animate wayfinding maps

ADDITIONAL EXPERIENCE

- WRITER/REVIEWER** 2008, 2014–2017
Filmtakeout.com
Writing of movie reviews and occasional editorial articles
- BARISTA** 2013–2014
Starbucks, Chicago, IL
Superior customer service and hand crafting beverages
- SALES ASSOCIATE** 2012–2013
Michaels, Skokie, IL
Assistance of customers and ringing out purchases.
- SALES ASSOCIATE** 2010–2012
The Exchange, Chicago, IL
Customer service, trading of products, and performing sales
- ESL TEACHER** 2009–2010
J Language, Suji, South Korea
Instruction of Korean children in the English language.

ACHIEVEMENTS

- Award-winning design. 2015 IAC for Outstanding Achievement in Internet Advertising (see design in TravelClick section of portfolio)
- Art installations around Chicago 2013 – 2019

EDUCATION

- Columbia College Chicago, Chicago, IL July 2006
• Bachelors of Arts in Film/Video with a concentration in Traditional Animation

LANGUAGES

- English (American) – Native Speaker
Spanish – Near fluency (7 years)
Japanese – Beginner to intermediate (less than 1 year)
Korean – Beginner (less than 1 year)

SOFTWARE/HARDWARE COMPETENCIES

- ◊ Adobe Creative Suite (Illustrator, Photoshop, etc)
- ◊ HTML 5 and CSS
- ◊ WordPress
- ◊ Hootsuite
- ◊ Google Drive
- ◊ Slack
- ◊ Microsoft Office
- ◊ SquareSpace
- ◊ Sketchbook Pro
- ◊ Mac and PC
- ◊ Trello
- ◊ Google Web Designer
- ◊ Weebly
- ◊ Clip Studio Paint
- ◊ MailChimp
- ◊ Constant Contact



SB Yen
Management Group

Family owned hotel management group with 7 properties in Chicagoland.
Managing and creating all graphics used for properties and restaurants.
Social media content creation and management, and email newsletter creation and distribution.

PRINT - DIGITAL

GRANT PARK HOTEL
BEST WESTERN STORY

BW Best Western.

Grant Park Hotel
1100 S. Michigan Ave
Chicago, IL 60605
312-822-2900
bwgrantparkhotel.com

JURASSIC WORLD: THE EXHIBITION
THE WHITEHALL HOTEL
Chicago's True Independent Boutique Hotel

BIG BITERS

BRACHIO BURGER
1/2 lb Charged Burger, Beer, Battered Cheese Fries, Bacon, Cheese Mayo, Fomane Lettuce & Tomato served with Truffle Parmesan Dressing

RAPTOR RIB
Braised Short Rib with Crispy Potatoes, Kale and Shikake Mushroom Jus

PALEONTOLOGIST'S PASTA
Pancetta, Roasted Potatoes with Seasonal Vegetables in Garlic & Olive Oil

GERTIE'S GREEN SALAD
Flavored Greens, Roasted Seasonal Vegetables served with choice of salad dressing (Balsamic, Ranch, Italian)

SUE'S STEAK SALAD
Grilled Flat Iron Steak, Roasted Fingerlings, Fomane Lettuce, Cherry Tomatoes, English Cucumber served with Aged Balsamic Vinaigrette

L'L BITERS

DINO SLIDERS
2 Mini Beef Meatball Sliders served with choice of waffle fries or fruit cup

STEGO NUGGETS
Steakhouse Shaped Chicken Nuggets with BBQ Sauce served with waffle fries or fruit cup

CHEESE-REX MINI SANDWICH
Triple Shaped Grilled Cheese sandwich served with waffle fries or fruit cup

JURASSIC WORLD: THE EXHIBITION
THE FIELD MUSEUM

ST. PATRICK'S DAY
FOOD

CORNED BEEF SANDWICH \$12
ON FIVE SPREAD SPICY MUSTARD SWISS CHEESE
HOMEMADE POTATO CHIPS, COLE SLAW, PICKLE SPEAR

REUBEN SANDWICH \$12
ON FIVE SPREAD CORNED BEEF, SWISS CHEESE, SAUBERHAUTE,
THOUSAND ISLAND, HOMEMADE POTATO CHIPS, PICKLE SPEAR

ST. PATRICK'S DAY
DRINKS

MURPHY'S IRISH STOUT \$8
4oz 4.0%

FAIR FROM THE TREE \$12
FRUITY'S DELICIOUS APPLE, IRISH WHISKEY,
ANDERSON ORCHARD VAPOR-CHEER

IRISH COFFEE \$11
IRISH BLEND, HAZELNUT WHISKEY, LAVAZZA COFFEE,
VANILLA CREAM, DARK CREAM, GEL MINTHIE

Mei's Corner
Chicago's First Asian Small Plates
Limited Release Beer

QingMing

Off Color QingMing pink wine

750ml Bottle - \$22
Taste notes of peaches and lemons with fragrant aromas of tea, subalpine, & sake followed by an onslaught of complex fruit, herbal & floral character. Body is dry & effervescent with the warming aroma dissipating outside from the palate leaving one with the perception of nectar, honey & gelatinous texture.

collaboration

'TIS THE SEASON FOR CELEBRATING AT THE HOLIDAY INN

BOOK YOUR HOLIDAY EVENT WITH US AND ENJOY:

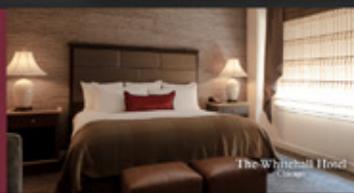
- COMPLIMENTARY MEETING SPACE WITH FOOD & BEVERAGE MINIMUM
- WAIVED BARTENDER FEE
- DISCOUNTED PARKING

BOOK BY NOVEMBER 14, 2018 & CHOOSE 3 ADDITIONAL PERKS!

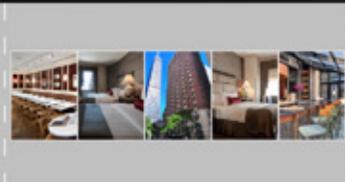
- 20,000 BONUS IHG REWARD POINTS
- COMPLIMENTARY SPARKLING WINE TOAST
- COMPLIMENTARY COFFEE AND COFFEE BREAK
- UPGRADE TO DELUXE BAR PACKAGE
- 1 COMPLIMENTARY SLEEPING ROOM PER 25 ACTUALIZED ROOMS
- 5% OFF TOTAL BILL FOR FOOD & BEVERAGE MINIMUM OF \$5,000-\$9,999 OR 10% OFF TOTAL BILL FOR FOOD & BEVERAGE MINIMUM OF \$10,000 OR GREATER (EXCLUDING TAX AND GRATUITY)

CELEBRATING IS EASY AT HOLIDAY INN!

Holiday Inn Chicago North - Evanston
1501 Sherman Ave., Evanston, IL 60202
847-424-2113 • www.holidayinn.com

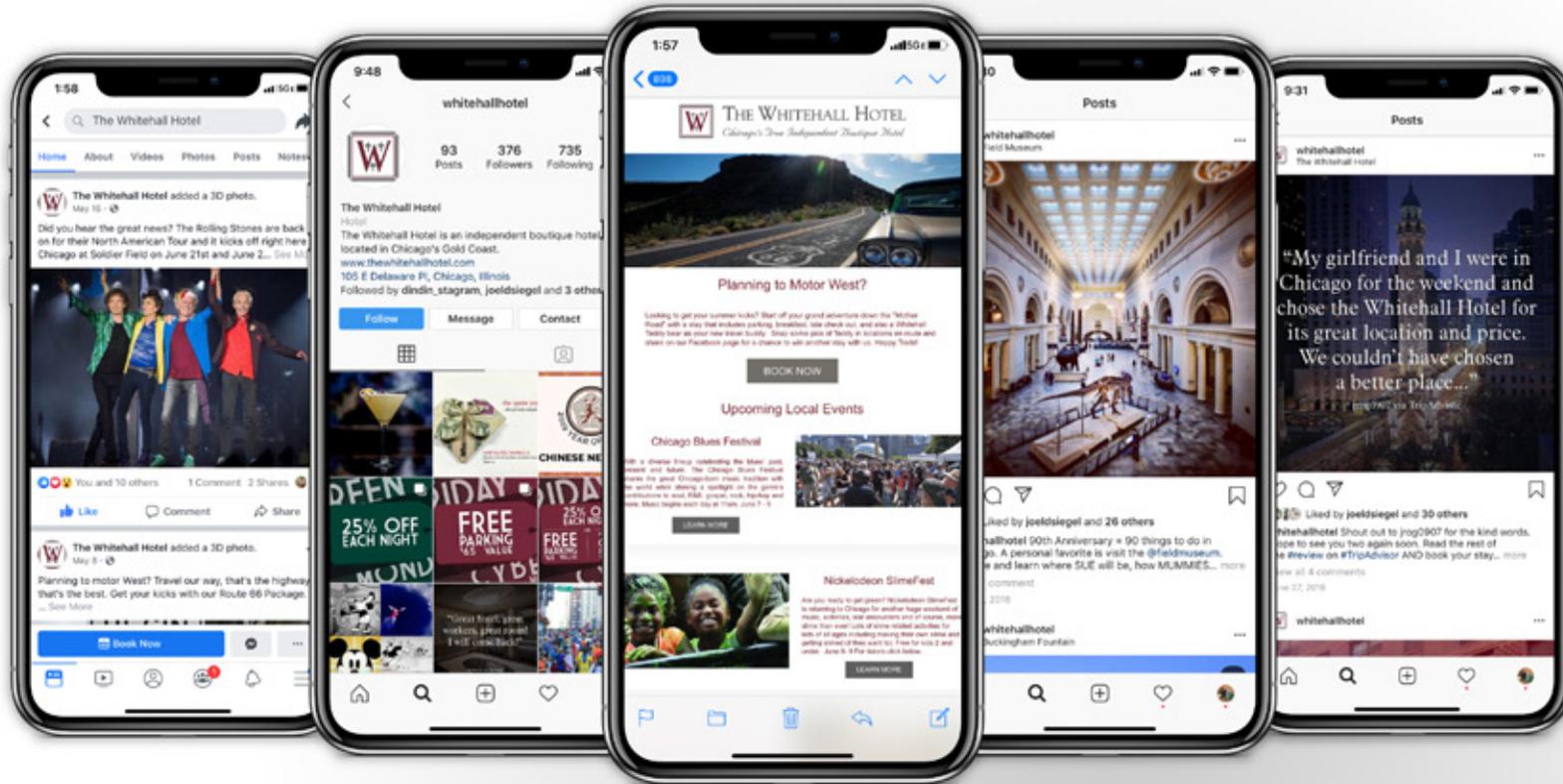


The Whitehall Hotel
The Whitehall Hotel is a collection of the city's best and most desirable properties in a prime location offering a unique and historic experience. The hotel is a true gem, offering a unique and historic experience. The hotel is a true gem, offering a unique and historic experience. The hotel is a true gem, offering a unique and historic experience.



PRINTED ITEMS - With 7 properties in Chicagoland that means a lot of material gets designed and printed. These are just some of what has been made including ads in programs, collectible menus, flyers for event space, table tent menus, and even unique tri-fold brochures.

ACROSS THE WORLD WIDE WEB – Between creating and distributing recurring email newsletters there is also the creation and management of social media content, promotions, & advertising. Some of the below promotional images were also featured on the hotel’s main websites.



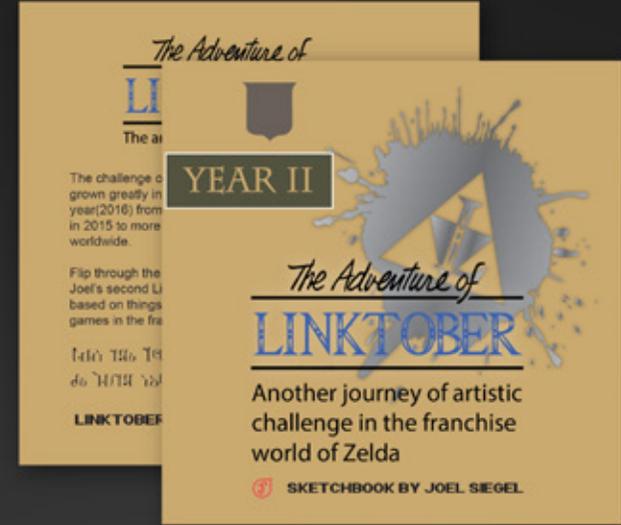
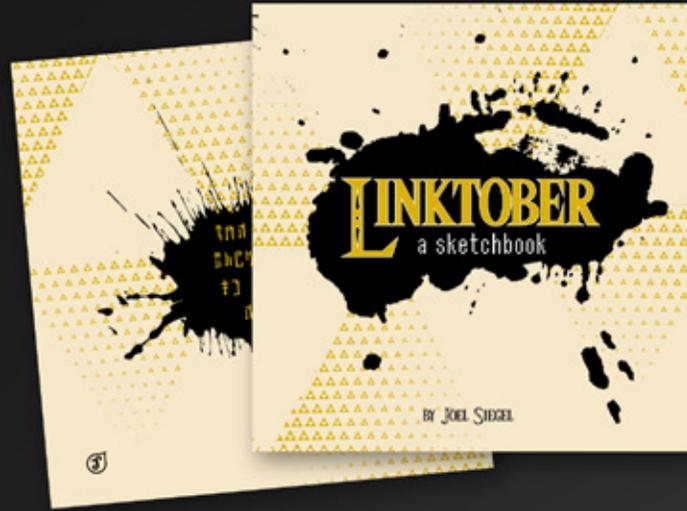


Social media based daily
Legend of Zelda art challenge
started and annually helmed by me.

BRANDING - PRINT - DIGITAL

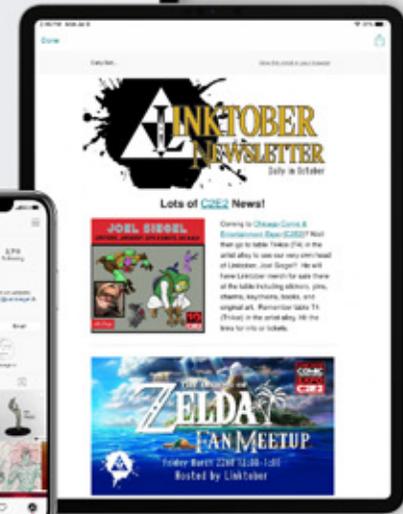
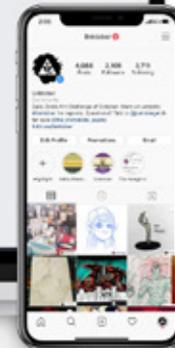
A CHALLENGE OF DESIGN - Since Linktober has ties to Inktober and is themed to The Legend of Zelda it made sense to have a logo combining ink and symbols from the series. These are some variations as well as merchandise such as acrylic charms, vinyl stickers, enamel pins, and business cards.





MAKING IT WORK

- Each of these 32-page books has my hand drawn artwork in it from the years of Linktober. Making them available for purchase as well as other items like vinyl stickers was a great way to get more of the brand out there at the same time as the challenge of Linktober itself in front of more fans.



CONNECTING LINKS
- Linktober is a challenge that happens entirely on social media so it needs everything that goes with that including a website, regular email newsletters, and presence on each platform. All of these need to be responsive in order to be enjoyed on all devices.

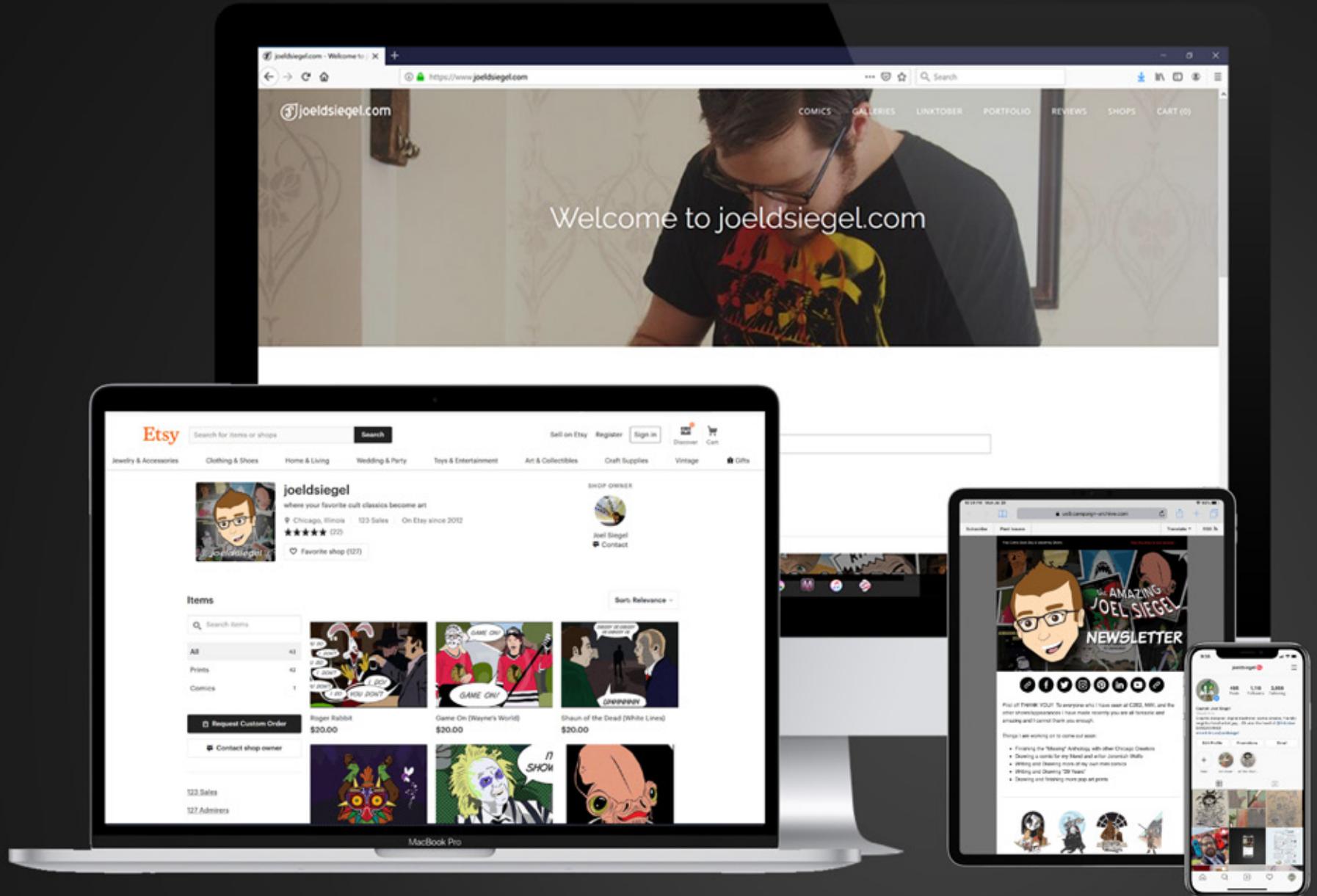


joeldsiegel

website & brand used to promote
my artwork, comics, and
graphic design

DIGITAL - BRANDING - PRINT - ILLUSTRATION

ONLINE PRESENCE – Getting myself, my art, my designs out there would be nothing without social media and the internet. Here are my website, my Etsy (eCommerce) store, email newsletter, and Instagram page (one of many social media profiles) as examples of my personal digital work



BRANDING MYSELF - My face and my name are what needs to be remembered most when meeting new fans or clients so my large vinyl banner gets the attention while my "J S" logo initials button and collectible business cards gets my brand identity into their hands and memories.





Guest Name



Never Wonder

Meal Option 2



Mr. Guest & Mrs. Guest Name
1029 Central Ave.
Chicago IL 60605

R.S.V.P. by Sept. 23
or online at theknot.com/us/neverwonder

At yes, we're all mad here but sending happy thoughts no, initial meal choice for each guest

_____ meat _____ fish
_____ VEGETARIAN

food by NARA del. del.

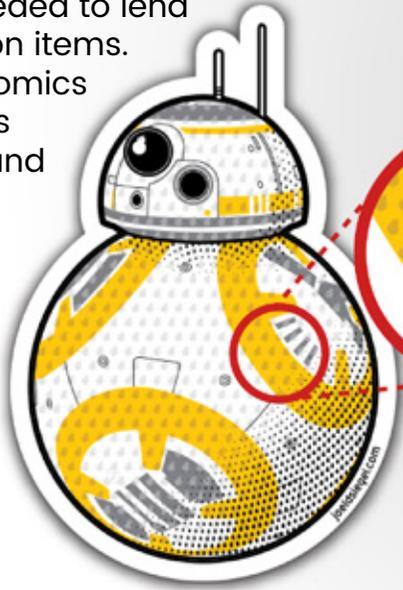
Never
Wonder



NEVERWONDER – Combining “Peter Pan” and “Alice in Wonderland” paved the way to a perfect blend for an entire wedding catalog of stationery, decor, and items. From save-the-dates and invitations to ceremony programs to clockface button giveaways; “Neverwonder” was an entirely coherent theme to our wedding.



MASS APPEAL - Working conventions and shows meant I needed to lend my skills to designing on items. Besides making mini comics other merchandise was needed to get my art and brand out there. Shirt designs, buttons (including glow-in-the-dark), and high detailed vinyl stickers (detail zoom in red circle) have made my fans into friends and returning customers.





ART FOR ALL - Combining my drawing and graphic skills developed this pop art style perfect for sequential art comic-like pieces. A few of my digital illustrations were made for charity, some for show exclusives, but mostly they have been from things I appreciate. The sizes are 8x10, 11x17, or 18x24

DARK
WATER
STUDIO

Complete graphic creation for print and digital for a fine art tattoo studio and gallery.
Social media content creation and management for multiple accounts.
Photo manipulation and digital correction for showcasing.

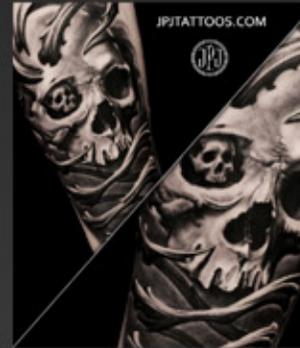
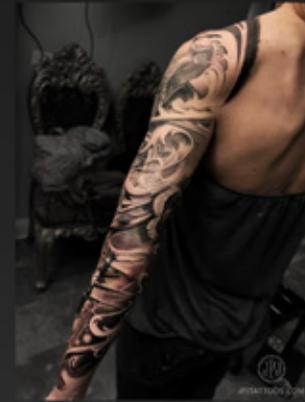
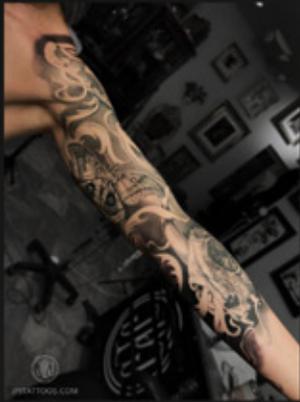
PRINT - DIGITAL



INK IN PRINT -

Most work was digital at Dark Water Studio but these few print items stood out among my work. Business cards, postcard, and the redesigned insert to a tattoo ink set specific to my boss (the shop owner).





FOCAL POINT
 - Social media, email, and website graphics & content were the primary focus here. The real challenge was in photo editing as tattoo photography manipulation is not easy. Keeping the viewers eyes on the pieces was key and these images show exactly that as well as a couple promotional pieces.



TravelClickTM

Google Display Remarketing Banner Advertisement creation and animation
and hard coded HTML email newsletters all for high-end hotel clients worldwide.

DIGITAL



AWARD-WINNING

- Designing, revising, and animating GDN “Remarketing” banners for 4 and 5 star hotel clients around the world taught me speed in design.
- One of my designs (pictured on the screen) won the 2015 IAC award for Outstanding Achievement in Internet Advertising.
- Besides the banner ads; designing and HTML coding emails for those same clients was among my other tasks (not pictured).





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