

Michael Jungnickel

Graphic Designer/Art Director

🏠 535 Frasier Street, Houston, Texas 77007 📞 713.868.3810 📱 713.859.8715 ✉️ jungnickel@att.net 🌐 jungnickeldesign.com

→ Experience

- Created and managed global corporate identity and brand image of Western Atlas International.
- Designed award-winning B2B advertisements/campaigns for Western Atlas and its divisions.
- Developed collateral, marketing, and trade-show materials for Western Atlas and Baker Hughes
- Created advertising and brochure standards for Baker Hughes.
- Designed educational and promotional pieces for Space Center Houston
- Managed streamlining of ConocoPhillips' industrial and automotive lubricants packaging/label graphics.

Jungnickel Design

Freelance Graphic Designer, 2009 to present

Designed and produced a variety of projects including book design/layout, logos, posters, and web-site graphics.

CMA Brand Presence & Design

Senior Designer, 2001 - 2009

As part of the largest packaging design firm in the Southwest, designed for a diverse group of local and national clients including ConocoPhillips, Space Center Houston, Hewlett-Packard, CVS, Farouk, and Double B Foods.

- Designed packaging, labels, and structures, product logos, and POS materials.
- Managed label redesign project of 200+ items for a major oil company.
- Handled design projects ranging from initial concepts to creating production files.
- Established and designed corporate identity standards for major companies
- Created illustrations for a variety of applications
- Worked on numerous branding/naming projects for food and health & beauty products
- Involved in light copy writing and editing

Baker Hughes Inc. Communications Services (formerly Western Atlas International)

Senior Graphic Designer/Art Director 1998 - 2001

Designed and produced collateral, ads, and marketing materials for the world's third-largest oil-field services company and most of the divisions worldwide.

- Created Baker Hughes advertising design standards and advertising campaigns for Baker Hughes divisions
- Designed and produced corporate capability and product/services brochures to reinforce the brand image
- Designed trade-show graphics and corresponding marketing materials.
- Created product/service logos, graphics, technical illustrations and web site graphics.
- Worked closely with writers and clients to create brochures and advertisements
- Responsible for buying printing, illustration, photography, and other outside services.

Western Atlas International Marketing Communications Group (formerly Litton Resources Group)

Graphic Designer 1987 - 1998

Designed and produced collateral, ads, and marketing materials for one of the largest oil & gas field service companies and its divisions worldwide.

- Created logo, corporate identity, and brand image for Western Atlas International with comprehensive standards manual covering applications from stationery, signage and uniforms, to trucks, aircraft and seismic vessels.
- Designed and produced ads and product brochures for WAI Inc., Western Geophysical, Atlas Wireline, Core Laboratories, and Western Atlas Software to reflect the new brand image.
- Created logos for field services, products, and software programs
- Designed and produced trade-show graphics and corresponding printed materials for Western Atlas International and its four major divisions worldwide.

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Skills

- > Extensive experience in Adobe CS2-4 (Illustrator, Photoshop, InDesign, and Acrobat), FreeHand, QuarkXPress, and Mac OSX, proficient in Microsoft Office:mac

Professional Accomplishments

- > Business Marketing Association Lantern Awards
Houston Advertising Federation ADDY Awards
Readership Awards for advertisements
United Way National Corporate Communications Competition Silver Award

Education

- > University of Houston, BFA, Cum Laude, Graphic Communications
University of St. Thomas, Houston, Texas. Fine Arts

Miscellany

- > Bilingual English/German
Attended Lettering Design/Calligraphy classes at Ghost Ranch, New Mexico
President's Award, Houston Heights Association
Member: Art Director's Club Houston, AIGA, German American Chamber of Commerce