# WORK

# LIFE TIME FITNESS ART DIRECTOR '15-PRESENT

Designed marketing campaigns and assets, in digital and print form, for Life Time's portfolio of athletic events. The events I worked most closely with were the Leadville Race Series, the Miami Marathon, and the Chicago Half Marathon series. I also art directed apparel and medals to be given to event participants.

## VELONEWS ART DIRECTOR '07-'15

Lead a two-person team in charge of magazine design/production in print and digital media using InDesign and the Adobe Digital Publishing Suite. Served as Creative Director on two complete magazine redesigns.

# WINDY CITY SPORTS ART DIRECTOR '02-'07

Lead a four-person team in charge of magazine design/production, art budgets, and ad flow/prepressing. Served as Creative Director on two complete magazine redesigns. Created and streamlined creative, advertising and virtual proofing processes.

# MIKE REISEL

ART DIRECTOR

MIKEREISEL.COM 773•829•3328 REISELM@YAHOO.COM

I'm an Art Director with over 25 years experience in magazines, endurance sports marketing and branding. I grew up in the suburbs of Chicago and was raised on comic books, video games, sci-fi, and mythology. I've executed illustrations for everyone I've worked for in both digital and traditional media. I'm proficient with the Adobe Creative Suite and I know some coding and video editing.

JOY

Running, biking, video games, comic books, science fiction, indie rock, illustration, design and animation.

# EGM ASSOC. ART DIRECTOR '00-'02

Associate Art Director for one of the most respected video game magazines in the industry. Worked closely with photographers, illustrators, editors, and game creators to produce exciting and authentic layouts for a very savvy readership.

# TTM ART DIRECTOR '97-'00

Art Director of exciting, informative niche content for the newspaper industry.

# SCHOOL

# SIU AT CARBONDALE

Bachelor's Degree in Advanced Technical Studies and an Associates Degree in Commercial Graphics-Design.

# REFERENCES

### **MEGAN TIMMONS**

Director, Marketing Partnerships Mobile· 303-883-5401 Mtimmons@lt.life

Megan hired me to join the Events marketing team at Life Time Fitness. She was my boss for over a year.

#### **JEFF BANOWETZ**

Freelance writer and editor 630-212-0897 jeffbanowetz@gmail.com

Jeff was my boss and Editorial Director at Windy City Sports. We worked together for over 5 years.

### **FERNANDO PANTOJA**

Art Director at Skype 773-750-2495 frnndo@gmail.com

Fernando worked with me at Windy City Sports as an Associate Art Director. He reported directly to me as the Head Art Director.

# **REISEL** ART DIRECTOR

**NIKE** 

MIKEREISEL.COM 773•829•3328 REISELM@YAHOO.COM

Mike is a true asset to any team. Not only is his design work outstanding, but he cares so much about both his work and his teammates. Mike truly listens to his coworkers' visions and makes them come to life in a very patient, yet passionate way. Mike also has great talent for creating design vision and recommendations when needed, yet he is humble enough to not hog the spotlight too much. Mike is a great balance of talent and thoughtfulness.

— TRACY GRAF, FORMER MARKETING AND SALES DIRECTOR, EVENTS DIVISION. LIFE TIME FITNESS

## **CHRIS CASE**

Managing Editor, Velonews magazine 512-809-7589 chrisjustincase@gmail.com

Chris worked with me at Velonews magazine as Managing Editor. Chris can speak directly to my ability to collaborate, and work as part of an editorial team.

### **NICOLE BOSTICK**

Miami Run Senior Marketing Manager 917-673-6714 NBostick@lt.life

Nicole works with me at Life Time Fitness as the Brand Manager of the Run events. She can speak directly to my ability to listen to my clients, and generate creative solutions for them.