

# Julie Elting Wessel Designer

## experience

Freelance Designer/Art Director, Seattle 2002 - Present  
Art Director, Seattle and New York 1992 - 2002

## highlights

**Art Directed Global Advertising Campaigns** - As a Senior Art Director with Ogilvy and Mather in New York, I developed campaigns that elevated the brand profile of IBM Software in markets all over the world.

**Design Director for a Digital Media Startup** - I developed the branding and visual identity for Metabeam Corporation from inception, and oversaw every aspect of the company's creative presence from collateral to interactive digital content to iPhone apps.

**Extensive experience with regional clients in the Seattle market** - Both in my freelance work and my agency work, I have experience with banking, healthcare, retail and high tech.

## work experience

Freelance Designer/Art Director, Seattle 2002 - Present

Design Director for new-media company Metabeam, as well as other miscellaneous projects.

**Senior Art Director; DNA Brand Mechanics, Seattle 2000 - 2002**

Continued to work on technology clients including FizzyLab, WorldStream and Drivewire. Other clients include Bellevue Square, Evergreen Hospital, Columbia Hospitality and Pyramid Breweries.

**Art Director; Ogilvy & Mather, New York 1997 - 2000**

Art directed worldwide ad campaigns for large clients, specializing in information technology. Clients: IBM Software; IBM Small to Medium Business; IBM Business Partners; Tivoli

**Art Director; CF2GS, Seattle & Portland 1992 - 1997**

Acquired a broad diversity of experience with a varied client base in a rapidly growing shop. Clients: California State Automobile Assn; U.S. Bank; Ford Used Trucks; Harrah's Casinos; Pacific Science Center

**Jr. Art Director; A.K.A. Advertising & Sass, Portland 1992**

Assisted senior creative staff and developed teamwork skills in a rapidly-paced, highly creative environment. Clients: Portland Area Honda Dealers; Portland Radio Federation

## education

Winter 1995 Advertising Concepts course at School of Visual Concepts, Seattle.

1987 - 1989 Oregon State University; Corvallis, Oregon; Bachelor of Science in Graphic Design.

## outside activities

Judge; Art Directors' Club of Philadelphia Awards Show  
Co-Chair of Art Enrichment, John Rogers Elementary PTA

## references

Upon request.

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