



michelle cordle  
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In the last two decades, I've specialized in crafting impactful B2B collateral materials, shaping brands for Fortune 500 enterprises, overseeing the publication of diverse arts magazines, and crafting compelling direct mail pieces and loyalty programs across various industries. My key strengths lie in generating diverse creative concepts and efficiently bringing projects to fruition. Whether immersed in small studios, prominent agencies, or working independently as a freelancer, my track record showcases a consistent ability to deliver on-point and successful design solutions.

#### WORK HISTORY

- 7/08 – Present **Cielo Creative** • Houston, TX  
Principal: Develop various collateral materials in line with clients' strategy, brand and vision.
- 8/05 – 5/08 **Leopard, An Ogilvy Company** • Denver, CO  
Senior Designer: Led design efforts within the new business team, with additional assignments on high-profile and conceptual projects across different teams.
- 7/02 – 8/05 **Customer Communications Group** • Lakewood, CO  
Senior Art Director: Designed impactful direct mail packages, customer loyalty programs, and supporting materials to enhance engagement and brand loyalty.
- 10/99 – 5/02 **New Leaf Publishing** • Houston, TX  
Creative Director: Managed the in-house design department, overseeing the design and production of performing arts magazines, business collateral materials, corporate identities, brochures, and advertisements.
- 5/95 – 10/99 **Croxson Design** • Houston, TX  
Senior Art Director: Conceptualized and executed corporate identities, annual reports, and business-to-business collateral materials.
- 01/95 – 5/95 **Michael Strickland Design Group** • Houston, TX
- 8/94 – 12/95 **Peppar & Post** • Houston, TX

#### EDUCATION

BFA, Graphic Design, University of Arizona

#### CLIENTS

A&P • Access Fund • Cabot Oil & Gas • Calvary Women's Services • Children's Defense Fund • Cisco • Colorado Concerns • The Commit Foundation • Cordis • Dresser Industries • Fifth Third Bank • Global Healthcare Exchange • Houston Symphony • IBM • Alliance Fund LGBTQ+ • PETCO • Pier One • Plains State Bank • SAP • Society for the Performing Arts • Spectranetics • Top Golf • Wachovia

#### RECOGNITIONS

The Colorado Chapter of the BMA: 1 Gold and 1 Silver 2006, 1 Silver 2003  
Print Magazine Design Annual: 2000/2001 and 2001/2002  
American Corporate Identity: 1999 and 2001