

JOE KOECHER

Senior Art Director + Designer

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Senior Art Director and Designer with 20+ years of experience creating integrated print and digital marketing campaigns for major national brands, with deep expertise in financial services, banking and credit card marketing. Proven strength in conceptual development, typography, layout, visual storytelling, brand systems and production. Experienced translating complex business objectives into polished customer communications across print, digital, environmental and experiential channels while maintaining rigorous brand standards and production quality.

AREAS OF EXPERTISE

Concept Development
Art Direction & Design
Integrated Campaigns
Brand Development & Visual Systems
Direct Mail Expert
Visual Storytelling
Digital & Social Creative
Print & Direct Marketing
CRM & Customer Communications
Creative Team Leadership
Client Presentations
Photography & Production Direction
New Business & Pitches
Adobe Creative Suite
InDesign, Photoshop, Illustrator, Figma

School of Communication Arts
Minneapolis
Bachelor's Degree, Advertising Design

Finalist: National Louie Award
greeting card concept & design
Silver Award ** Calendar design from
the International Calendar Awards

Sr. Art Director | Havas New York | 1/2021 - 6/2026

Developed concept-driven creative and integrated campaigns for Wells Fargo, helping evolve and strengthen the brand across a wide range of customer communications and marketing channels. Partnered closely with copywriters, strategists, account teams and clients to translate business objectives into compelling creative ideas and highly crafted visual solutions.

- **Led concept development** and art direction for integrated campaigns spanning print, direct mail, email, landing pages, digital advertising, social and personalized customer experiences.
- **Created campaign concepts** and visual systems that extended cohesively across multiple channels and audience touchpoints.
- **Translated strategic briefs** and complex product messaging into clear, engaging and visually compelling creative.
- **Directed projects** from early concept and presentation through design development, production and final execution.
- **Collaborated with writers, strategists, production teams** and client partners to maintain creative quality and brand consistency across large-scale initiatives.
- **Applied deep experience** in financial services and regulated marketing while continually finding opportunities for fresh, customer-focused creative solutions.

Assoc. Creative Director | Havas Chicago | 3/2014 - 7/2020

Led concept development and creative direction for national Citibank marketing while managing and mentoring multidisciplinary creative teams. Developed integrated customer experiences across print, digital, email, retail, CRM and social channels.

- **Directed integrated campaigns** and brand communications across multiple channels and customer touchpoints.
- **Led creative teams** from initial brief and concept exploration through client presentation, design development and final production.
- **Partnered with strategy, account, production and client teams** to develop creative solutions aligned with both brand and business objectives.
- **Established visual direction** and ensured consistency across complex campaign ecosystems.
- **Mentored art directors** and designers while remaining actively involved in conceiving and hands-on creative development.
- **Contributed to client presentations**, new business initiatives and creative pitches.

Sr. Art Director | Plan B Advertising | 10/2010 - 7/2013

Senior member of the creative team at a full-service agency developing integrated campaigns and brand communications for national and regional clients including Jaguar, Volvo, PaperMate, North American Van Lines and Equal.

- **Developed creative concepts** and visual direction across advertising, branding, print, digital and integrated campaigns.
- **Designed national retail banking campaigns** across print, direct mail, in-branch signage, environmental graphics, digital, social, email and online experiences.
- **Managed multiple assignments simultaneously** while maintaining high creative standards and meeting demanding deadlines.
- **Collaborated with copywriters, account teams**, photographers and production partners from concept through final execution.