



GEORGE STEINWALD

- CREATIVE ART DIRECTOR -

312.342.9927 / GEORGE@SLEEPLESSDESIGNLAB.COM

Hello, I'm George Steinwald and I'm an accomplished creative lead based in San Antonio, originally from Chicago, Illinois. A mentor told me long ago that every skill that you pick up is another tool for your toolbox. Then when you happen upon the perfect marble slab, you will be ready to start carving your masterpiece - perhaps I can find that perfect slab with you. To be honest, all I really want to do is great work with some great people who want to do the same.

I've spent the bulk of my advertising career at either Leo Burnett or FCB in Chicago navigating new and engaging ways to reach an audience. I've touched every category once or twice - insurance to pharmaceuticals, beef to milk, alcohol to tobacco. I've steeped in baby formula, whiskey and beer, plugged cable and internet bundles, and cranked out some auto business. I've grown new business - organic and pitch work, brought products to market, as well as helped out a non-profit or two. There have even been some awards won along the way. I've lead teams, overseen projects and mentored juniors; all while keeping my elbows deep in the design side of things. I've created multi-phase promotions, developed websites, games, contests and apps. I've filmed commercials and branded content, ran social media campaigns and implemented ideas to inspire user generated content — all to bring the consumer into the fold and foster meaningful interactions with a brand. My career's nonlinear path has afforded me to work on many seemingly disparate products and brands—but one common thread runs through them all, telling an engaging brand story, has made them each personally satisfying.

My career has ridden the wave of the ever-evolving advertising/marketing landscape from traditional media, to digital, to social media, to new emerging points of contact—and now, the dawn of the Artificial Intelligence Age. A.I. will change the landscape once again, not only with a whole new obstacle course, but also open windows of unimaginable opportunities. I take it upon myself to keep up with the graphic/video A.I. developments with a childlike fascination, and an “Adapt or Die” mentality. From recognizing opportunities, facing new challenges head-on and discovering new methods of communication, I feel that we in marketing have an arsenal of weapons to attack any problem while choosing the best channels to engage the consumer and community on an increasingly one-on-one basis. At no other time in history has a brand had the opportunity to have such a relationship with its audience - and that is exciting.

Attached is a small collection of my work, to see more go to sleeplessdesignlab.com - I hope this letter finds you well, and I look forward to talking with you.

Best,
George Steinwald



EXPERTISE

Building brands, leading projects and teams, concepting, design and production of broadcast, content, promotions, direct mail, packaging, desktop and mobile interactive marketing materials and branded apparel.

NOTEWORTHY CLIENTS & BRANDS

Allegra, Altria, Audi, Beef, Black Rifle Coffee Company, Canadian Club Whisky, Chamberlain, Cox Communications, DeVry University, Discover, Don't Mess with Texas, Dow, Drinkin' Bros Podcast, Glade, Jim Beam, Mike's Hard Lemonade, Milk, Miller Brewing Company, Motorola, Pediatric Aids Chicago, Philip Morris, The Popcorn Factory, Prevent Child Abuse America, PGA, Rivian, Samsung, SC Johnson, Scott Paper Company, Similac, Skoal, State Farm, Texas Department of Transportation, Texas Secretary of State, United Airlines, United States Army, Viva Towels, Volkswagen, WaterFleet and Whataburger.

HONORS

Gold Addy, Silver Addy, Best in Show (Past Presidents' Award) Tempo Award, 6 Gold Tempo Awards, 5 Silver Tempo Awards, 3 Bronze Tempo Awards, Platinum Hermes International Award.

EXPERIENCE

GDC MARKETING & IDEATION | Associate Creative Director | 11.2021 – 02.2024

CLIENTS INCLUDE: CPS Energy, Rivian, TXDOT (Don't Mess with Texas), TX Secretary of State, Texas HHS, WaterFleet and Whataburger

SLEEPLESS DESIGN LAB | Creative Director / Art Director / Graphic Designer / Artist / Founder | 2004 – PRESENT

CLIENTS INCLUDE: Half Day Brewing Company, Tap House Grills, CMJ Music Marathon, Trifecta Clinical Trials, Tris3ct LLC, Equanimity, Glam To Go Boutique, Hostage Radio, Lake Forest Plastic Surgery, Dennis Manarchy Photography and various local and non-local bands.

BLACK RIFLE COFFEE COMPANY | Creative Director | 03.2018 – 03.2019

CLIENTS INCLUDE: Marketing materials and products for Black Rifle Coffee Co. and Drinkin' Bros Podcast and Coffee or Die Magazine

LEO BURNETT | Integrated ACD / Freelance | 11.2016 – 06.2017

CLIENTS INCLUDE: Marlboro, Altria, Samsung and Jim Beam.

TRISECT | Integrated ACD / Freelance | 05.2016 – 10.2016

CLIENTS INCLUDE: Chamberlain, Mike's Hard Lemonade, Viva Towels and Scott Paper Company.

BEAM SUNTORY (JIM BEAM) | Integrated ACD / Freelance | 01.2016 – 03.2016

CLIENTS INCLUDE: Canadian Club Whisky and Jim Beam.

LEO BURNETT | Integrated ACD / Freelance | 2012 – 2015

CLIENTS INCLUDE: Marlboro, Skoal, Beef, Altria and PGA.

FCB | Integrated ACD / Freelance | 2011 – 2012

CLIENTS INCLUDE: Cox Communications, Atlantic City Board of Tourism, Volkswagen, Audi and State Farm.

DRAFTFCB | Integrated Senior Art Director | 2005 – 2011

Clients include: State Farm, Motorola, Southern Comfort, SC Johnson, Dow, Volkswagen, Milk, Miller/Coors, Similac, United Airlines, Allegra, DeVry University, Pediatric AIDS Chicago, Prevent Child Abuse America and others.

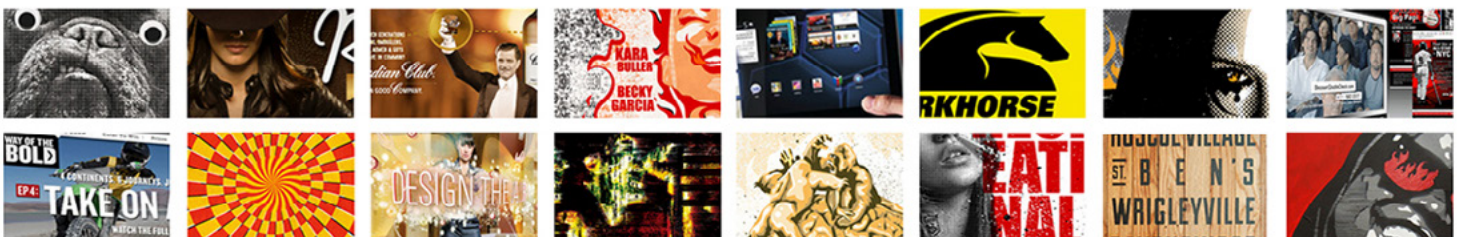
LEO BURNETT | Integrated Senior Art Director | 2001 – 2005

CLIENTS INCLUDE: Philip Morris, United States Army, Grocery Marketers Association and others.

EDUCATION

PORTFOLIO CENTER | Graduate Studies, Art Direction / Design | Atlanta, Georgia

ROANOKE COLLEGE | B.A. Degree, Art-Communications | Salem, Virginia



312.342.9927 / GEORGE@SLEEPLESSDESIGNLAB.COM



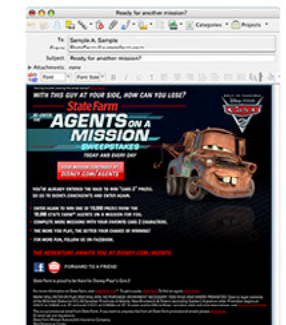
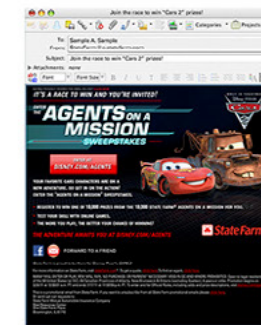
CLIENT: MARLBORO (BLACK)
PROJECT: WAY OF THE BOLD

SYNOPSIS: Only Marlboro would seek out the boldest places on Earth—then take you there. 4 continents, 6 chronicled journeys, 1000's of prizes and the boldest 6 weeks of the year. Daily Instant Winners. Weekly Grand Prize Winners. Daily Polls. Weekly Video Episodes. Way of the Bold.



CLIENT: TEXAS DEPARTMENT OF STATE AND HEALTH SERVICES
PROJECT: LIFE SAVING. LIFE CHANGING.

SYNOPSIS: Working in Emergency Medical Services you literally save lives, all while changing your own. Post Covid, it was imperative that the Texas DSHS actively recruited a new class EMS employees, EMTs and paramedics with commercials, streaming radio, EMT testimonials and a social media recruiting toolkit.



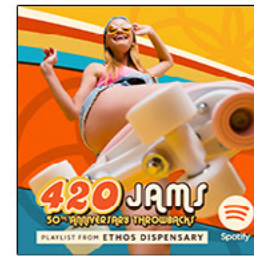
CLIENT: STATE FARM
PROJECT: STATE FARM

SYNOPSIS: From high-profile advertising to local event sponsorship, from television commercials to major league sports; State Farm has kept it's down-home personality and neighborly voice and grown to be one of the country's greatest brands.



CLIENT: VOLKSWAGEN
PROJECT: DAS AUTO

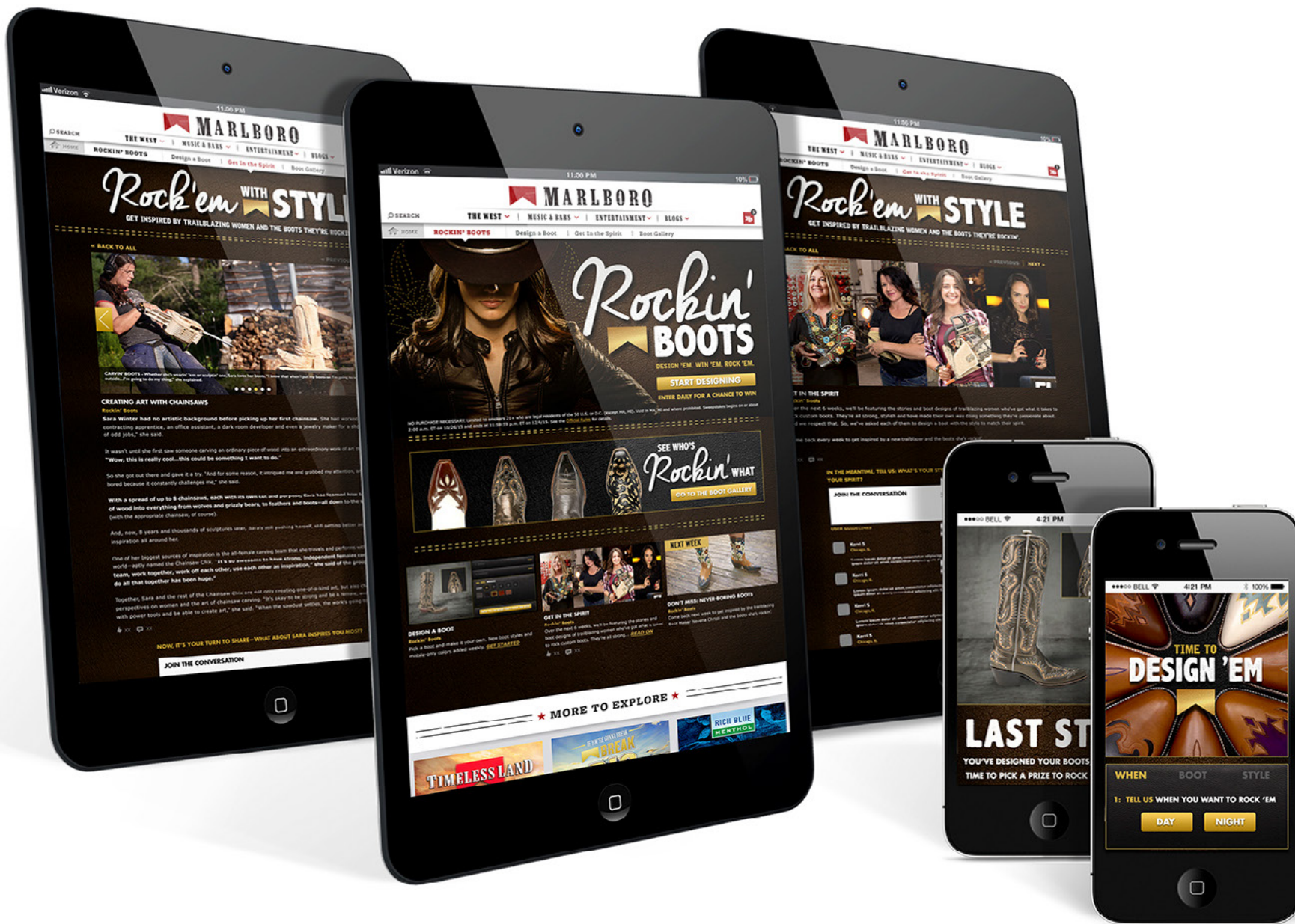
SYNOPSIS: Welcome to Volkswagen. These digital materials will introduce you to your new VW as well as put your Volkswagen dealer at your fingertips. Plus, the Das Auto app guides you through your new VW in-car features, highlights performance tips, and even introduces you to some VW inspired Pandora playlists.



CLIENT: ETHOS DISPENSARIES

PROJECT: HELP PEOPLE FEEL BETTER

SYNOPSIS: Ethos, lead by a team of forward thinking physicians, cutting-edge horticulturists, and in-store pharmacists, has a single charter—to help people feel better. Through research, education, and how-to guides - as well as developing their own *Natural Selections* line of products - Ethos can achieve that goal.



CLIENT: MARLBORO
PROJECT: ROCKIN' BOOTS

SYNOPSIS: Design 'Em. Win 'Em. Rock 'Em. For their first-ever women focused promotion, Marlboro hooked up with the legendary bootmakers at Rocketbuster Boots and developed "The Boot Builder," an online tool that lets you custom design one-of-a-kind hand-made boots. For six weeks, we featured four stand-out women in male dominated fields and had them design their own boots on "The Boot Builder" to see how their personal style comes to life. Then, we turned "The Boot Builder" loose and let everyone design their own "dream" boots, customized from toe-shape and medallion style, to color combinations and heel height. All of the boot designs were featured on a gallery and the top boots were made and sent to the winners to rock 'em with their own style.



CLIENT: BLACK RIFLE COFFEE CO
PROJECT: AMERICA'S COFFEE

SYNOPSIS: During a boom in popularity, BRCC capitalized by offering many channels at once. From coffee, clothes & products, to podcasts, movies, magazines and multiple social media channels. BRCC kept it's audience engaged by regularly one-upping themselves with fun, irreverent videos, serious biographies and aspirational posts. "Make It Epic" was a mantra.



CLIENT: BLACK RIFLE COFFEE COMPANY

PROJECT: BRAND BIBLE

SYNOPSIS: As a brand, Black Rifle Coffee had stumbled upon something special. They had carved out a niche and gathered all the right parts, but to put it bluntly, they had all of the ingredients, but no recipe book. We took all of the goals the founders of the company set out to achieve and coupled with all of the learnings of BRCC's rapid growth — then translated it into words, rules, and visuals. As a result, a 32 page brand bible was created that sets appropriate guardrails for any situation, and provides anyone new to the company the proper footing to achieve success.



CLIENT: BLACK RIFLE COFFEE COMPANY
PROJECT: BRAND PRODUCTS

SYNOPSIS: Black Rifle Coffee's gear has always been part of their DNA. Since the company formed, their gear (specifically their t-shirt line) has always served as a pressure relief valve, a translation of the company's ideology, and advertising - while identifying brand ambassadors in the crowd. As BRCC looks to broaden their appeal from their military/second amendment established stance, we engaged an exploratory of designs to widen the reach of the brand, while still staying true to their core values and audience.



CLIENT: COX COMMUNICATIONS

PROJECT: MORE PEOPLE CHOOSE COX

SYNOPSIS:

Cox cable has high-speed cable and phone with some great savings. Enough savings to make your friendly card game a little less friendly? Click. High-speed enough to click-race your buddies across the country on Google Maps? Double Click.



Water Fleet

Clean Water Matters.
Access to clean water matters to everyone, including your workforce.

Where human water needs and sustainability intersect.

Water Fleet

Ready to

Producing potable water across a multitude of sites every day is what we are known for. We use our advanced wastewater and process it on-site to a complete reuse water system, from drinking water and dust suppression. This recycle and reuse opportunity can save you thousands per month and dramatically reduce truck traffic in and out of your site.

Take potable water produced on-site and recycling water to beneficial reuse with closed compliance standards in the WaterFleet area, not an EDC site.

WITH WATERFLEET YOU CAN:

- Identify and report carbon emissions and greenhouse gas reductions.
- Reduce reliance on bottled water, showers and laundry trucks on your other.
- Report potable water metrics verifying compliance with drinking water standards.
- Manage wastewater reuse on-site saving water and reducing truck traffic.

WATERFLEET:

- Provide complete clean water drinking water in remote areas.
- Provide sanitary wastewater treatment solutions.
- Provide clean, working restrooms, showers & hand-washing facilities.

CLEAN WATER MATTERS TO YOUR WORKFORCE AND THE ENVIRONMENT. LET WATERFLEET BE PART OF YOUR CLEAN WATER INITIATIVES AND SUPPORT YOUR OIL PROGRAMS.

Call us to schedule an appointment: 855-744-5222 or visit WaterFleet.com

Thank you TIPS90 members for your support in successfully reforming the RRC Beneficial Reclamation Program.

CLEAN WATER. WHERE YOU NEED IT. WHEN YOU NEED IT.

Water Fleet



Water Fleet

CLEAN WATER. WHERE YOU NEED IT. WHEN YOU NEED IT.

Who We Are

WaterFleet is a leading provider of clean water solutions for remote work camps and emergency relief sites. We provide complete clean water drinking water in remote areas. We provide sanitary wastewater treatment solutions. We provide clean, working restrooms, showers & hand-washing facilities.

WATER SOLUTIONS
for your workers and the environment.

Water Fleet

Solving your human water needs. WaterFleet.com

CLIENT: WATERFLEET
PROJECT: CLEAN WATER MATTERS

SYNOPSIS: Clean water. Where you need it. When you need it. WaterFleet provides self-contained, satellite monitored, water purification/water reclamation rigs remote work camps for oil and gas, construction and emergency relief sites. That's the WaterFleet way,

MOTOROLA

THE TABLET THAT'S MORE MULTI THAN TASK.

IT'S THE CLOSEST THING TO DOING EVERYTHING ALL AT ONCE. IT'S EVERYTHING THE TABLET SHOULD BE.

MOTOROLA XOOM™
 ANDROID™ 3.0
 DUAL-CORE PROCESSOR
 10.1" HD DISPLAY

WORLD'S FIRST TABLET WITH ANDROID 3.0

LIFE. M POWERED.

Screen Image Simulated. Certain features, services and applications are network dependent and may not be available in all areas; additional features, conditions and/or charges may apply. All features, functionality and other product specifications are subject to change without notice or obligation. Contact your service provider for details. Android and all Google products are registered trademarks of Google, Inc. MOTOROLA and the Stylized M Logo are registered trademarks of Motorola Trademark Holdings, LLC. All other trademarks are the property of their respective owners. © 2011 Motorola Mobility, Inc. All rights reserved. MOTOROLA.COM/XOOM

MOTOROLA

IT PUSHES ALL OTHERS OFF THE MAP.

NOW YOU CAN GET GOOGLE MAPS™ THAT ARE AS REAL AS YOUR WORLD. IT'S EVERYTHING A TABLET SHOULD BE.

MOTOROLA

FOR INDEPENDENT FILMMAKERS, INDEPENDENT OF FILM.

FINALLY, YOU CAN GET HD MOVIE-MAKING MAGIC AT THE TOUCH OF A FINGER. IT'S EVERYTHING A TABLET SHOULD BE.

MOTOROLA XOOM
 HD VIDEO CAPTURE & PLAYBACK
 10.1" HD DISPLAY
 ANDROID™ 3.0
 DUAL-CORE PROCESSOR

WORLD'S FIRST TABLET WITH ANDROID 3.0

LIFE. M POWERED.

Screen Image Simulated. Certain features, services and applications are network dependent and may not be available in all areas; additional features, conditions and/or charges may apply. All features, functionality and other product specifications are subject to change without notice or obligation. Contact your service provider for details. Android and all Google products are registered trademarks of Google, Inc. MOTOROLA and the Stylized M Logo are registered trademarks of Motorola Trademark Holdings, LLC. All other trademarks are the property of their respective owners. © 2011 Motorola Mobility, Inc. All rights reserved. MOTOROLA.COM/XOOM

CLIENT: MOTOROLA
PROJECT: XOOM

SYNOPSIS: See the power and versatility of the dual-cored, Android 3.0 powered tablet in everyday scenarios. The Motorola XOOM is everything a tablet should be.



CLIENT: MOTOROLA

SYNOPSIS: See the power and versatility of the dual-cored, Android 3.0 powered tablet in everyday scenarios. The Motorola XOOM is everything a tablet should be.

PROJECT: XOOM



PROJECT: SHOWCASE POSTERS | SYNOPSIS: Promotional posters designed for various sponsored showcases.



CLIENT: MARLBORO (BLACK)
PROJECT: COPPER LABEL

SYNOPSIS: Copper Label found 8 bands from all over the country, and pit them against each other to see which crowd favorites rose to the top. 8 Bands. 6 Weeks. 100's of prizes. One Ultimate Battle of the Bands.
RESULTS: 125,000 users voted. 418,000 songs played.



CLIENT: MARLBORO (BLACK)
PROJECT: COPPER LABEL

SYNOPSIS: Once the battle of the bands portion was over, Copper Label continued into evergreen content. The four highest rated bands had more indepth stories and exclusive Copper Label tracks for download.



LIMITED QUANTITIES

GOOSE ISLAND RESERVE
BOURBON COUNTY STOUT
BRAND

THURSDAY, JANUARY 4TH
2016 & 2017 BOURBON COUNTY STOUT
5PM 'TIL WE RUN OUT

HALFDAYBREWING.COM • 200 VILLAGE GREEN, LINCOLNSHIRE • 847.821.6933

TRIED OF BORING HALLOWEEN PARTIES?
JOIN THE UNDEAD AT OUR
ZOMBIE PROM
HALLOWEEN PARTY

PRIZES FOR BEST COSTUME
DRINK & BEER SPECIALS • WALK-UP PIZZAS

OCTOBER 31ST

CINCO DE DRINKO
3 COBONAS
'S MARGARITAS
ALL DAY LONG

AUTHENTIC MEXICAN DISHES

HALF DAY BREWING

JOIN US FOR A SPUNKY TAP TAKEOVER
FRIDAY THE 13TH

TAPPING STARTS AT 5^{PM}
SOUR BROWNS • 3 PLEASANT TONGUE POST
POST BROWN CIDER • 4 MEXICAN CORONA BEER

THURSDAY, MARCH 22
HALF ACRE TAP TAKEOVER

DRISKY CAPS
LONGHOUSE
WOLF BROWNE
CHOCOLATE CARBONS

THINK LOCAL
DRINK LOCAL

HAPPY
EARTH DAY

APRIL 22

ALL HALF DAY DRAFTS
4 BUCKS

SAVE GAS.
DRINK LOCAL

CELEBRATE ILLINOIS
Craft Beer Week
HALF DAY BREWING

MAY 16TH THRU MAY 25TH

OFFICIAL SUMMER BEERSET LOCATION
Get your group here while they last!

3.14
(HAPPY "PI" DAY)

PI = 3.14... the ratio of a pizza's circumference to its diameter

COME IN MARCH 14TH TO CELEBRATE THIS MATHEMATICAL MARVEL WITH A PIZZA PIE

Our usual pizzas will be on the menu. Joined by 3 SPECIALS PIZZA PIES for this event only
APPLE BRIE WALNUT PIZZA • TACO PIZZA • CHOCOLATE BACON PIZZA

And get a Big Sku Steam Lager for only \$5.14 a glass

HALF DAY BREWING

HALFDAYBREWING.COM • 200 VILLAGE GREEN, LINCOLNSHIRE • 847.821.6933

UGLY HOLIDAY SWEATER PARTY

THURSDAY, DECEMBER 11TH

PIZZA & BEER SPECIALS
SWEATER CONTEST
DRINK AND FOOD SPECIALS

JOIN US TO TAP A
BIG BAD BAPTIST
WITH
EPIC BEER

EPIC BREWING
BIG DAD BAPTIST STOUTS
ON DRAFT

THURSDAY, NOVEMBER 8TH

SMASHING PUMPKIN
FOOD PANTRIES

NOVEMBER 4TH FROM 12-5

SMASH YOUR DONATED PUMPKIN & STOCK THE FOOD BANKS

Oktoberfest
HALF DAY BREWING CO.

OKTOBERFEST BEERS & FOODS

THURSDAY AND FRIDAY
OCTOBER 19TH & 20TH

KIDS HALLOWEEN

OCTOBER 30TH

KIDS IN COSTUMES
EAT FREE

THURSDAY AND FRIDAY
OCTOBER 19TH & 20TH

THURSDAY, FEBRUARY 28TH
COCONUT BOMBS!

FOUNDERS KBS
OF
HALF DAY BREWING CO.
BARREL AGED WARRIOR PAINT
OF
HANDFILLED COCONUTS!

THE 3RD ANNUAL
ITTY BITTY PUMPKIN PATCH

VILLAGE GARDEN OF LINCOLNSHIRE FOUNTAIN

SATURDAY, OCTOBER 21ST
FREE KIDS PIZZAS ALL DAY LONG
11 AM TO 5 PM

CELEBRATE THE FROG DAY OF SPRING
TUESDAY, MARCH 20TH

SPRING FEVER

TIME TO POLL SOME FROSTIES OUT OF THE FRIDGE

\$3 SELECT BOTTLES & CANS

BEER & SHARE

THURSDAY, APRIL 12TH

\$50

FOUR COUNTRY COUNTRY AND BEER PACKAGES

CLIENT: HALF DAY BREWING COMPANY
PROJECT: PROMO MATERIALS

SYNOPSIS: Half Day Brewing Company releases special brews and events on a regular basis. For each, custom table rackcards, posters, and digital promo materials were created for advertising and their website.



CLIENT: DRINKIN' BROS PODCAST
PROJECT: DRINKIN' BROS MARKETING MATERIALS

SYNOPSIS: Drinkin' Bros started as a group of like-minded people with similar life experiences, think of it as a VFW for the post 9-11 crowd, but since it's inception it's grown into something so much more. Drinkin' Bros is a bi-weekly podcast, a fellowship, a charitable organization, an entertainment hub, and has helped to launch multiple businesses and careers. Throughout all of this growth Drinkin' Bros has never lost it's original intent - to be a home for veterans, loved ones, and patriots to gather and communicate with their peers throughout the world.



CLIENT: CANADIAN CLUB WHISKY (BEAM SUNTORY)
PROJECT: YOU'RE IN GOOD COMPANY AND 100% RYE

SYNOPSIS: What do seven generations of gangsters, smugglers, politicians and admen have in common? Canadian Club. One of the most smuggled whiskeys through prohibition and fueled the 60's cocktail culture. This legendary brand honors its rich history and looks to the future with the launch of its 100% RYE whisky.