



Bruce Vogele

1992 to present	Folio, Inc., Owner & President - Chicago
1990 to 1992	Knight Architects Engineers Planners, Inc. Director of Graphics - Chicago
1986 to 1990	SMI/Wolff Olins, Designer - Copenhagen KICK Magazine, Designer - Copenhagen Bruce Vogele Design - Copenhagen
1985 to 1986	Word City, Board Member - Chicago
1983 to 1986	Communication Design Group, Inc., Partner - Chicago

Bachelor of Fine Arts/Art History, University of Colorado, 1983

Folio, Inc., Owner & President - Chicago

Folio provides a full range of graphic design services to its clients. The firm has worked with major Chicago corporations in just about every industry.

Knight Architects Engineers Planners, Inc., Director of Graphics - Chicago

At Knight, Vogele designed and managed major signage programs as well as directing the firm's graphics department. While at Knight Vogele gained an in depth knowledge of the marketing of a large A/E firm from working closely with the firm's principals and from designing the firm's identity and marketing materials. Knight Graphics had six employees, all under Vogele's direction.

KICK Magazine, Designer - Copenhagen

The magazine was targeted towards young people, highlighting the latest fashion, music, gossip and other weird stuff. Vogele's presence and input allowed for new ideas to be brought to the magazine's layout. The design group began by emulating British and American magazines and then progressed to their own "Danish" style.

SMI/Wolff Olins, Designer - Copenhagen

SMI/Wolff Olins was the Scandinavian office of Wolff Olins, a worldwide corporate identity consultancy headquartered in Britain. Vogele was hired because of his experience in corporate identity. Vogele was the designer who could function in both the business world and the design world, bridging a critical gap. During his employment there he worked on large corporate identity programs and smaller design projects which he brought in.

Bruce Vogele Design - Copenhagen

At first, Vogele didn't speak the language but was able to obtain work proofreading english translations. Soon thereafter he wrote an article for the Danish Design Council on a major Danish company who utilized the principles of integrated design. After that, Vogele began to secure projects from business contacts and freelance work from design firms.

Word City, Board Member - Chicago

Word City was a non-profit organization located in Chicago that provided typesetting, design and production services to other nonprofit organizations at below-market prices. As a board member of Word City, Vogele assisted the organization in meeting its operational objectives, consulting with them on matters such as new business solicitation, employee relations and billing procedures.

Communication Design Group, Inc., Partner - Chicago

Communication Design Group, Inc. served a variety of clients by providing design and implementation of corporate identity programs, signage programs, brochures, financial reports, advertising and promotional programs.

AIGA Chicago Chapter (American Institute of Graphic Artists)

SEGD (Society for Environmental Graphic Design)