

Summary

Professional with 20+ years of experience in Gaming, Marketing, Graphic Design, Management, Administration, and Production. Highly skilled leader with expertise in corporate, casino, and game design positions. Proficient in digital and print platforms, with a background in graphic design and project management. Proven track record in organizing trade shows, event planning, and delivering impactful presentations. Strong teamwork, communication, and problem-solving skills. Trusted and reliable with a positive attitude and a strong work ethic.

Experience

Aristocrat Gaming - Las Vegas, Nevada :: Sr. Technical Artist 09/15 - Present

- Directed the implementation and development of games to meet strict deadlines, resulting in improved planning, reduced code changes, and a smoother project execution. This was especially crucial in handling new cabinets.
- Collaborated with game designers, art leads, and engineers to review game and art designs, optimizing them for technology limitations and incorporating new features.
- Ensured comprehensive font support for all games by creating or updating lowercase and currency versions swiftly.
- Demonstrated expertise in setting up and developing proprietary engines efficiently using various tools and applications.
- Effectively managed and resolved conflicts within the team and other teams in a professional manner.
- Updated documentation, created impactful presentations, and contributed to enhancing tools and processes.
- Evaluated and balanced game content for optimal performance, memory usage, and artistic vision.
- Contributed to game innovation, including brand development, unique features, and enhanced functionality.
- Took ownership of project pipeline, version control, and folder structure.
- Mentored team members in areas of expertise, fostering their professional growth.

Media & Marketing Group - Las Vegas, Nevada :: Sr. Graphic Design Manager 07/13 - 07/15

- Utilized various Adobe applications and technology to drive the design process, ensuring high-quality plan drafting and design support for diverse forms of presentation and marketing media.
- Maintained a strong working knowledge of industry regulations, design techniques, media development and usage, marketing strategies, technological applications, and other relevant factors.
- Organized and managed the drafting and design process from conception to implementation, collaborating effectively with all stakeholders involved in the design process.
- Provided supervision and guidance to the entire design staff, acting as a liaison with third-party agencies, photographers, clients, vendors, contractors, and management.
- Conducted needs-based client assessments to deliver effective and creative solutions, offering valuable advice and recommendations when required.
- Successfully managed the production, development, and creative direction of promotional materials within tight deadlines in a fast-paced environment.
- Orchestrated the infrastructure and set-up of the graphic design department, ensuring smooth operations and optimal efficiency.

Experience (cont.)

LVH (Las Vegas Hotel & Casino) - Las Vegas, Nevada :: Graphic Design Manager 01/13 - 4/13

- Organized and established the infrastructure of the graphic design department, ensuring smooth operations and optimal efficiency.
- Managed the production, development, and creative direction of all promotional materials, successfully meeting tight deadlines in a fast-paced environment.
- Implemented a rebranded identity system across the organization, ensuring consistency and alignment with the company's vision and goals.
- Provided supervision and guidance to the entire design staff, fostering a collaborative and productive work environment.
- Acted as a liaison with third-party agencies and photographers, facilitating effective communication and partnership to achieve project objectives.

G2 Game Design - Las Vegas, Nevada :: Lead Graphic Artist 06/10 - 11/12

- Collaborated with Sales Executives and customers as a Technical Representative to coordinate Art Department resources and produce large-scale design packages within demanding deadlines.
- Managed day-to-day art administration by archiving design sheets and filing all relevant materials for each project.
- Created and designed styles and themes for casino slot glass, focusing on visually stimulating displays to enhance gaming participation.
- Led the establishment and maintenance of Interior Art Department Standard Operating Procedures for storing, archiving, and managing large volumes of digital design files on the server network.

American Gem Society - Las Vegas, Nevada :: Project Manager, Marketing 5/07 - 6/10

- Successfully managed a wide range of projects encompassing internal and external marketing materials, educational department initiatives, international distributors, and trade shows.
- Directed the graphic design department and effectively handled direct mailing campaigns.
- Played a pivotal role in the development of marketing plans, collaborating closely with senior management and the CEO to create, organize, establish timelines, and execute targeted marketing campaigns, both in print and web-based formats.
- Demonstrated a keen eye for design by developing high-end marketing collateral, promotional packaging, and marketing communications for the annual company-hosted convention.
- Led the rebranding efforts of the company, including the redesign of the logo and implementation of a new image across product packaging displays, educational materials, annual reports, co-op advertising contracts, and the company website.
- Meticulously managed all aspects of trade show requirements, such as designing booth graphics, coordinating exhibitor product displays, arranging lighting and electrical needs, and providing on-site attendance and supervision at domestic and international events.
- Skillfully handled vendor bidding and selection for print jobs, along with managing related purchase orders and expenses.
- Conducted meeting preparations, including scheduling and coordinating appropriate materials for marketing promotions.
- Assumed responsibility for overseeing photo shoots and press checks to ensure the quality and consistency of all marketing promotions.
- Managed various print projects, ranging from quarterly magazine publications and marketing brochures to conference proceedings books, educational books, conference guides, and event signage.
- Demonstrated proficiency in web production duties, which included creating new web pages, optimizing graphics and images, and updating and maintaining information on the company website.

Experience (cont.)

Konami Gaming Inc. - Las Vegas, Nevada :: Artist/Illustrator 9/03 - 5/07

- Implemented the conversion of the creative department from concept to development, while training staff to effectively utilize AfterEffects and Director features.
- Designed visually appealing background themes, content graphics, and artwork images for glass displays and reel strips.
- Created and optimized captivating animations, graphics, and interactive media for the LCD monitors in slot machines.
- Collaborated closely with engineers and production staff to ensure high-performance interaction.
- Worked in a team-oriented environment to transform conceptual ideas into engaging and user-friendly interactive media.

The Ad Group - Charlotte, North Carolina :: Graphic Artist/Assistant Art Director 4/01 - 8/03

- Created visually appealing marketing and advertising materials, ensuring consistent messaging across all communications channels (e.g., ads, brochures, corporate identity, direct mailers, marketing presentations, newsletters, and trade show exhibits) and brand initiatives.
- Designed engaging interactive media and websites while leading the day-to-day management and workflow of internal and external project teams.
- Possess strong design, editing, and advertising expertise, collaborating closely with web programmers, IT personnel, and marketing vendors.
- Produced and delivered highly persuasive sales and marketing presentations for a wide range of corporate products and services.

Messenger Post Newspaper - Rochester, New York :: Commercial Printing Production Coordinator 6/00 - 3/01

- Advertising traffic: Implemented streamlined workflow procedures, resulting in improved efficiency and performance. Set deadlines, tracked ad materials, and provided specifications and technical assistance to advertising clients.
- Production management: Constructed production schedules and ensured deadlines were met by the creative staff. Supervised and prepared images for commercial output, including sizing, color correction, and retouching, for both web and sheet-fed presses.
- Advertising and communication management: Managed and directed all advertising and communication initiatives, focusing on strategic positioning. Thrived in a fast-paced production environment with critical deadline requirements.
- Creative development: Developed ads and visual concepts for commercial print advertising that consistently exceeded client expectations. Successfully managed and coordinated projects from concept to completion within tight deadlines.

Education

Rochester Institute of Technology - Rochester, New York

Bachelor of Fine Arts (BFA) in Graphic Design, Minor in Illustration (Honors)

Precollege Art Program at Carnegie Mellon University - Pittsburgh, Pennsylvania

Precollege Program at Ringling School of Art & Design - Sarasota, Florida

Skills

Proficient in the operations of applications such as Illustrator, Photoshop, InDesign, After Effects, Acrobat, and FontLab; project management software including Jira, Confluence, Perforce, and Microsoft Office. Knowledge of 3D software such as Blender, 3D Studio Max, and Maya. Familiarity with proprietary and platform engines like Unity/Unreal. Experienced in setting up pipelines, conducting press checks, organizing photo shoots, and file preparation. Demonstrates the ability to efficiently complete projects independently.