

Lacey M. Salo

Reno, Nevada 89503

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E: contact@laceysalo.com

www.laceysalo.com

LMS
COVER LETTER

www.linkedin.com/in/laceysalo

To Whom It May Concern:

I am a creative design professional with more than a 10-year track record demonstrating high-impact graphic and web development projects. My background encompasses, keen visual style in graphic design, concept art, layout, game design, character creation, print media, animation, UI/UX incorporating, wireframes, storyboards, user flows, process flows and site maps. Encompassing my creative experience, I have strong skills in project organization, project management, research & development, training, workflow solution, software innovation, pipeline innovations & solutions (i.e. Adobe InCopy/InDesign, templates, smart object workflow efficiency), conflict resolution, project integrity, and ability to follow through with projects from inception to completion.

In my current role I provide assistance and direction to the creative team regarding media placement, design choice and content selection while actively contributing to the project at large. Among other aspects of the creative development process, I have been taking on progressively responsible roles in the digital field, exceeding studio objectives, over delivery and assisting in the growth of the business. As an industry professional, I work hard to keep the daily production schedule moving along and create the best possible experience for the company. My eye for detail and ability to multi-task also allows me to make sure that all of the needs of the professionals who work in the studio are met. As a proactive and organized leader, I have been able to develop a reputation for maintaining a structured and dynamic work environment that I would be proud to bring to your organization.

Attached is details about my education, work experience, and professional achievements. Thank you for your time and consideration. Portfolio: Laceysalo.com | Phone: (775) 338-8868 | Email: contact@laceysalo.com

Sincerely,

Lacey Salo



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Summary

Goal-oriented professional committed to pursuing a long-term career in digital media. Offer a 10-year track record demonstrating keen visual style in graphic design, concept art, layout, UI/UX, animation in addition to strong project organization, project management, research & development, training, workflow solution, software innovation, pipeline innovations & solutions (i.e. Adobe InCopy/InDesign, templates, smart object workflow efficiency) conflict resolution, project integrity, and ability to follow through with projects from inception to completion.

- Fluent in all computing operating environments. Proven ability to quickly learn and apply new technologies.
- Completed high-impact graphic and web development projects including, user interfaces (UI), user Experience (UX), game design, character creation, print media, applications, animations, 3D graphics, 3D printing, videos, and sound.
- Advanced training and experience in the application and usage of Adobe Software.

Experience

Aristocrat | VGT

Game Artist II

Reno, Nevada — 2016 – Present

Responsible for developing digital graphics and/or animation for video gaming projects.

Spin Games

Lead Game Artist / Designer

Reno, Nevada — 2015 – 2016

MIG (Multiplayer Interactive Gaming): enables remote players to play together across different physical casinos.

Currently in all MGM Resorts as the nation's first mobile tournaments, including ARIA Resort & Casino, Bellagio, MGM Grand, Mandalay Bay, The Mirage, Monte Carlo, Luxor, New York-New York, and Excalibur.

Rapid Games: On-property mobile entertainment. Geolocation technology allows on-casino boundary access location.

Proud recipient of the iGaming Best Innovation Award for North America.

JAMA Games

Sole Game Artist / Designer

Reno, Nevada — 2015 – 2015

Destiny Poker: Additive bonus game that will operate on a standard Double-Double Bonus payable poker game.

Now live in online casinos, on the table and other gaming areas.

Mike's Hard Lemonade

Sole Graphic Artist / Designer

Reno, Nevada — 2015 – 2015

Specializing in content branding, graphic design, and marketing.

Perfect Balance Designs

Lead Graphic Designer & Web Developer

Reno, Nevada — 2013 – 2015

Specializing in graphic design, web design and printing services.

The Digital Media Studio

Assistant Art Director

Reno, Nevada — 2010 – 2014

Responsible for visual style and create the overall design as well as direct others in developing creative content.

SoundBit iOS Application

Sole Designer / Visual Graphic Artist

Reno, Nevada — 2010 - 2012

Social media application designed to provide users the ability to share the entertainment of sound.

Regional Occupation Program

Graphic Artist / Designer

Reno, Nevada — 2010 - 2012

Emphases on commercial art used in publishing, design and illustration, photography and multimedia.

Software	Adobe Photoshop	Adobe Illustrator	Adobe After Effects
	Adobe InDesign	Adobe InCopy	Adobe Flash
	Adobe Dreamweaver HTML/CSS	Autodesk 3ds Max	Autodesk Maya
	E-on Vue	Pixologic ZBrush	Blender
	Atlassian JIRA	Adobe Acrobat	Microsoft Office
Skills	VISUAL DESIGN	WORK ETHIC	PROJECT MANAGEMENT
	<ul style="list-style-type: none"> - Proficient in PC and Mac environments - Solid Artistic and Design Sensibilities - In-depth knowledge of design principles - Graphic Design - Concept Art - Branding - UI/UX - Animation - Image Optimization - Typography & Font Management - Color Theory - Document Layout/Page Setup - Photo Manipulation - Software Innovation - Web Development - Web Design Principles - Client-Server Concepts - Search Engine Optimization (SEO) - C++/CSS/HTML/PHP/MySQL/JQuery - Current on trends within digital field - Experience in designing logos, corporate identity, advertisements, sales collaterals, catalogs, client presentations, newsletters, etc. 	<ul style="list-style-type: none"> - Extremely organized - Strong attention to detail - Exceptional focus on tasks - Team leadership - Self-motivated - Critical thinker - Team leadership - Training and development - Flexible and adaptive - Calm under pressure. - Excellent analytical skills - Attention to detail - Effective listening - Creative imagination stimulation - Initiative - Strong team player - Excellent communication skills and ability to interact with clients and understand their requirements. - Demonstrated ability to work with and support cross-functional project teams. 	<ul style="list-style-type: none"> - Managing various projects simultaneously - Able to complete projects under pressure. - Project organization - Coordination - Project planning - Research & development - Training - Workflow solution - Pipeline innovations & solutions - Conflict resolution - Project integrity - Agile experience - Business strategy - Risk assessment & management - Resource management - Proven ability to fight scope creep - Project managing design activity - Solving design problems where no answer is apparent. - Proven presentation skills with expertise in demonstrating the designs to the clients and getting their approval.
Member	<ul style="list-style-type: none"> - Member of the Adobe Behance Global Review Team - Member of the Society for Experiential Graphic Design 		
Education	<ul style="list-style-type: none"> - The University of Nevada, Reno — College of Liberal Arts Bachelor of Arts Degree in Digital Media, 2010 – 2014 3.7 GPA - Regional Occupation Program — Certification in Computer Graphics/Web Design, 2006 - 2009 		
References	<ul style="list-style-type: none"> - Paul Mellender – Art Director, Warner Brothers. (775) 671-0183 - Bryan Maille – Animator/Artist, Warner Bros. Animation, Cartoon Network. (702) 204-0475. - Chad Knight – Senior 3D Design Lead, Nike. (760) 613-5449. - Carl Hamilton – Senior Designer, Laika Animation Studio. (503) 575-8619. - More available upon request. 		

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CURRICULA VITAE

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Education

2014 University of Nevada-Reno Bachelor of Arts (B.A.), Digital Communication and Media/Multimedia, GPA: 3.7 GPA
2006 Regional Occupation Program Computer Graphic/Web Design, Sacramento, CA

Summary

Goal-oriented professional committed to pursuing a long-term career in digital media. Offer a 10-year track record demonstrating strong analytical and problem-solving skills, computer proficiency, and ability to follow through with projects from inception to completion.

The nature of success requires ambition, a hard work ethic, inspiration, and motivation. I have had many wonderful opportunities to work for and alongside amazing individuals and companies that have groomed me for a future of success. I have always envisaged myself working with the latest technology and media arts right from childhood. This ability often lends itself to an artistic approach to the situations throughout my everyday life. I enjoyed all types of design, including development and construction.

I also am currently in the process of writing my own psychology book focusing on interpersonal communication with intense areas of focus in Communication, Support, Depression, Motivation, Body Language, Relationship Pressure, Stop Being the Caregiver, When Parents Don't Approve, Grow from Past Relationships, Traditional Values, Strange Phenomena of the Mind and The Nine Types of Intelligence.

- In-depth experience applying graphic design principles to produce innovative and tastefully created print documents, animations, videos, applications, and websites.
- Intrinsic creative talent and lifelong interest in Computer Graphics; offer a keen eye for quality design and document/website layout.
- Fluent in MAC and all Microsoft Windows operating environments. Proven ability to quickly learn and apply new technologies.
- Completed high-impact graphic and web design projects including posters, newsletters, logos, postcard, CD covers, package design, stationery, retail packaging, applications, 3D printing, videos, and sound.
- Advanced training and experience in the application and usage of Adobe Software. Well organized; strong work ethic and willingness to work hard to achieve employer goals & objectives.

Experience

Lead Video Game Artist / Designer at Spin Games LLC
February 2015 - Present

Responsible for the overall look of a game, devising the game's visual style and directing the production of all visual material throughout the game's development. Specializing in differentiated content and concepts with an emphasis on innovative secondary bonus products for the gaming industry. A fast-paced, fun, and growing Game Content Development Company for the casino, online gambling, and interactive spaces. Specializing in game content and technology. Creating graphic content for video games and gaming devices using strong 2D and/or 3D graphic skills. Implementing strong graphic design techniques and top level skill in logo design, character design, user interface design, illustration, and animation. Working closely with engineering to ensure proper implementation of content. Lead and mentoring middle and junior level graphic artists. Create graphics and animations/effects in diverse styles. Create and prepare storyboards.

In collaboration with IGT, Konami, Everi Games, Lightning Box, Nektan, Grand Vision Gaming, WMS Gaming, Microgaming, Novomatic and Interblock

Lead Graphic Web Developer at Perfect Balance Designs
January 2014 - February 2015

Professional web and graphic designer. Creating and designing effective marketing material helping with branding companies, websites, advertising campaigns, business cards, brochures and other collateral materials effectively. Designing original custom website designs, including branding & identity, graphic design, web development, SEO, web marketing, print media production, video editing, content development, social media marketing and more.

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I have a lengthy heritage in brand design and also enthusiastically embraced web-based technology and offer a range of options ranging from entry level websites and e-commerce to the provision of complex, highly bespoke marketing solutions for one the world's largest business companies. I am flexible, approachable, keen to understand your requirements and to exceed your expectations. Intelligent marketing solutions are at the heart of everything I do: logo design, brand creation, rebranding, website design, e-commerce sites and commercially focused, business software development. I help many different sizes and shapes of companies from established market leaders to small start-up enterprises. I offer a series of exciting packages that combine a logo design with either a website, e-commerce online shop, banners, flyers, brochures, business cards or printed stationery.

Art Director at the Digital Media Studio, University of Nevada Reno
August 2010 - December 2014

Graphic Design: Mastery of the current tools that are necessary to produce and implement solutions. Proficient in Adobe Suite; Adobe InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, and Flash. Constantly working to expand my technical skills and stay on top of new developments.

Web Development: Specializing in front end development. Experienced with all stages of the development cycle for dynamic web projects. Well-versed in numerous programming languages with a strong background in project management and customer relations. Experience with web development languages of CSS, HTML, C++, PHP, JavaScript/jQuery, Java, MySQL, Flash, SEO, and Web Server Administration

Marketing: Entrepreneurial Marketer passionate about building productive relationships with clients, partners, and team members. Well-versed in identifying market trends and customer needs to create highly-targeted marketing campaigns. Expert in brand development, brand recognition optimization, multi-media marketing, channel strategy and strategic media placement. Media Planner Dynamic marketing professional in the sales and marketing industry as a Media Planner. Creative and innovative team player with strong interpersonal skills. Skilled at purchasing and placing ads for maximum exposure and ROI, Research and analysis, Decision-making and Persuasive negotiation skills

Psychology: Advanced knowledge in where human behavior intersects media technologies including all forms of mediated communication, interaction, and experience fundamental to the development, design, and use of media technologies. Continuously incorporating rapid adoption of media technologies highlighting the importance of knowing how, why, and when media can impact, persuade and facilitate behavior.

Molecular Genetics Researcher at UCSF School of Medicine
January 2014 - September 2014

Currently working with the University of California, San Francisco on a basic neuroscience research program focusing on Ingestive Behavior in Serotonin Receptor Mutant Mice. Study Section: Special Emphasis Panel (ZRG1-IFCN-1 (01). The Laboratory employs mouse molecular genetic approaches to explore the manner in which the brain serotonin system modulates complex behavior, with a particular focus on mood, and patterns of physical activity and feeding. Toward this end, we are modeling "mouse lifestyles" through the development of "behavioral informatics" tools that reveal patterns in high-resolution behavioral datasets. Quantitative behavioral pattern assessment provides a powerful bioassay for enhancing assessment of serotonergic and other experimental manipulations on brain function and pathophysiological processes in animal models.

The research approach combines molecular genetic technologies in mice (the mammalian species of choice for gene manipulation) It collects "mouse lifestyle" data; i.e. continuous high-resolution monitoring of the diverse behaviors that mice express in their home cages. These data (600,00 data points per mouse, per day) are then subjected to the first ever bioinformatics-based approach that reveals fundamental building blocks of behavioral regulation and their coordinated regulation. Our analyses result in the discovery of "behavioral fingerprints" reflecting influences of genes, drugs and environment on brain function. For example, we've detected behavioral fingerprints of treatment with Prozac, cocaine, diet drug, changes in dietary fat, and long-term impact of abnormal pup rearing by negligent mutant mouse moms.

Database Programmer at General Electric (GE)
January 2014 - August 2014

Architectural development and structural design for a custom online library database programmed to develop an extensive resource archiving books and catalogs.

Graphic Designer at Regional Occupation Program
August 2006 - June 2010

Modern Digital Graphics and Media with an emphasis on career-related concepts needed to communicate both visually, orally, and ethically in a professional setting. Exploring and analyzing historical, social and cultural analyses of art and design. Emphases placed upon the practical aspects of commercial art (graphic design and art direction) used in publishing, design and illustration, photography, multimedia, and Internet web presentations. Technology and computers incorporated in a systematic and structured approach to complete a wide range of projects of increasing difficulty in various types of media. Skills in communication and message design including color, typography, and design principles. Techniques used in publishing, design and illustration, photography and multimedia presentations, using design history, elements, and principals. Implementing graphic and web techniques working on all stages of production using industry-standard software (i.e. Adobe Master Collection) to create original products such as logos, posters, newspapers, advertisements, websites, two-dimensional animation, photo editing, drawing, Painting, and illustration, design layouts for printing and screen printing T-shirts/ posters.

Organizations

Behance's Global Review Team
Curator/Artist
February 2016 - Present

An active member of the Behance's global Review Organizers Team. As a part of the Adobe family, Behance is crafting the future of creative workflow as the leading online platform to showcase and discover innovative work. Encompassing a talented team of designers, developers, review organizers, and community managers work hand-in-hand, to create revolutionary products that connect and empower the creative world. Our work will impact the creative world on a daily basis, as well as play a critical role in improving the lives of millions of creatives and the industry. We help the creative community get exposure and feedback on their work and provide a place to share projects and get in contact with others around the world. Being a part of the global team, we share highlights of the exceptional creative work on Behance, member Q&A's, tips from our team, new features and news, community updates, and more.

ACNP Neuropsychopharmacology
Data Researcher/Artist
June 2014 to August 2014

The core purpose of the ACNP is to advance scientific understanding of and to facilitate communication about disorders of the brain and behavior in order to further their prevention and treatment. The ACNP has historically provided a venue at which the best scientists from academia, government, and industry have gathered to share, discuss, and debate their research. The meeting has served as a catalyst to advance discovery and disseminates information about scientific advances.

The American College of Neuropsychopharmacology (ACNP) is a professional organization of leading brain scientists. The principal functions of the College are research and education. The goals in research are to offer investigators an opportunity for cross-disciplinary communication and to promote the application of various scientific disciplines to the study of the brain's effect on behavior, with a focus on mental illness of all forms. Due to the intense concern with, and involvement in, the education and training of tomorrow's brain scientists, the College selects a small number of young scientists to be invited to the Annual Meeting through a national process open to all beginning researchers. This meeting, a cornucopia of state-of-the-art brain and behavior research worldwide, is designed to encourage dialogue, discussion, and synergy by those attending. The makeup of the ACNP allows them to offer expertise in the science of psychiatric disorders from the standpoint of diagnostics and therapeutics.

Active Research Topics

Perception of Beauty
Cloud Computing
Defining Essentialism in Photography
Photography is a Visual Language
History of Photography Collaborative Chronology Timeline Research [1952-1957]
Science Fiction Film Project

Honors and Awards

NASA Mars Exploration Rover, 2003
Participation, Certificate No. 2596521
Dr. Edward J. Weiler
Associate Administrator
Office of Space Science

Publication

Young Poets Speak Out
Creative Communication Inc. April 2005
Creative Communication is devoted to the promotion of writing, teaching and appreciation of student writing. The top entries are published in an anthology that will record the creative insights of today's student writers.

Volunteer Experience

Intake Worker at The Salvation Army
August 2012 - February 2014

Languages

English (Native or bilingual proficiency)
Estonian (Elementary proficiency)
Spanish (Elementary proficiency)

Certifications/Licenses

2006 Certification in Computer Graphic/Web Design, Regional Occupation Program - August 2006
2011 Leadership and Professional Development, The Nevada Registry License 35026
2011 Clearance Memorandum Sheriff Card, State of Nevada
2011 Sign and Symptoms of Illness, The Nevada Registry License 32568
2012 Reducing the Risk of SIDS, The Nevada Registry License 33332
2012 HeartSaver First Aid w/ adult, child, infant CPR & AED Training, The Nevada Registry License 35002 & 35006
2012 Guidance and Discipline: Prevention vs. Intervention, The Nevada Registry License 35966
2014 Pediatric CPR and First Aid Medic First Aid International, Inc., License 41441
2016 Dept. of Health & Human Services, Health Division Bureau of Health Care Quality & Compliance, License 2089255

Skills & Expertise

Adobe Creative Suite
Dreamweaver
Photoshop
Graphic Design
Illustrator
Web Design
InDesign
Illustration
PHP
Java
JavaScript
MySQL
HTML
C++
CSS
Flash
Marketing
Social Media Marketing
Psychology
Interpersonal Communication
Customer Service
Social Media
Event Planning
Public Speaking
WordPress
Facebook
Microsoft Office
Maya
Blender
HTML5
SEO
Web Development
Document Layout
Image Optimization
Typography
Forms
Color Theory

Courses

DIGITAL MEDIA/ART/TECHNOLOGY

Visual Foundations	ART 100
Drawing	ART 101
Digital Media I	ART 245
Survey of Art History	ART 260R
Survey of Art History II	ART 261
Imaging & Mixed Media	ART 343
Sound & Image	ART 345
New Media Art in Context	ART 346
Advanced Digital Media	ART 350
Digital Media II	ART 350S
Critical Play - Computer Games and Art	ART 381
Seminar on Art & Technology	ART 441
Problems in Digital Media	ART 451
History of Medieval Art	ART 462R
History Photography	ART 475R
Art in Public Places	ART 404R
Introduction to Computing	CS 105
Computer Science I	CS 135
Introduction to Information Systems	IS 101
Management Information Systems	IS 301
Media in Modern Life	JOUR 120
Exploring World Music	MUS 431
Introduction to Theatre	THTR 100

BUSINESS ADMINISTRATION/MARKETING:

Financial Accounting	ACC 201
Managerial Accounting	ACC 202
Introduction to Finance	BUS 300
Principles of Microeconomics	ECON 102
Marketing Principles	MKT 210
International Organizational Behavior	MGT 323

OTHER:

Stellar Astronomy	AST 110
Earthquakes, Volc, Nat	GEOL 100
Public Health Biology	CHS 200
Problems of Substance Abuse & Addiction	CAS 154
Principles of Sociology	SOC 101
Gender & Society	SOC 453
General Psychology	PSY 101