



OBJECTIVE

To secure a senior/director level design position at a leading agency or firm where I will have the opportunity to fully utilize my skills as a creative leader.

EDUCATION

ACADEMY OF ART UNIVERSITY. San Francisco, CA. BFA in Illustration (2001-2005).
Graduated with distinction as an influential member of my graduating class.

COLUMBIA COLLEGE. Columbia, CA. AA in Liberal Studies (1999-2001).

EXPERIENCE

SENIOR GRAPHIC DESIGNER / ART DIRECTOR.

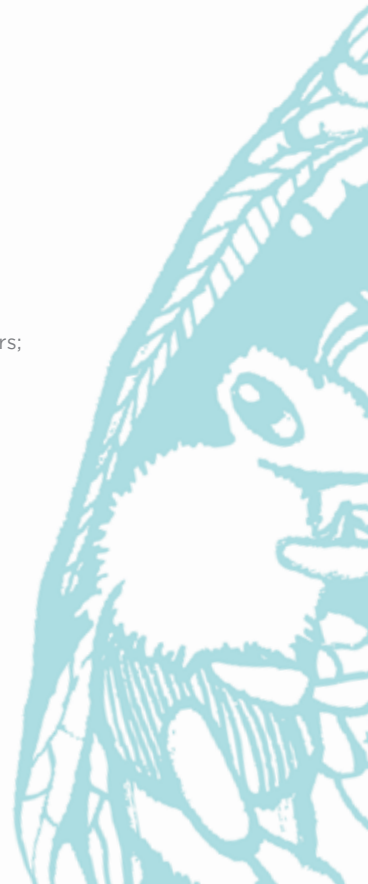
Young & Laramore, Indianapolis, IN (July 2017 - Present).

Senior creative playing dual role of designer and art director on Louisville Slugger, Goodwill, The Indianapolis Museum of Art, Speedway and Farm Bureau Insurance accounts. Worked closely with Executive Creative Director, Group Creative Directors CDs and ACDs to develop a host of branding executions, campaigns, and design projects from packaging to identity. All media including TV and digital. Mentored and managed mid-level and junior team members. Directed multiple photoshoots on set.

SENIOR GRAPHIC DESIGNER. SK+G, Las Vegas, NV (January 2011 - Present).

Creative, design and branding development for a range of clients including Andre Agassi, Baha Mar, Budweiser, Planet Hollywood, Boyd Gaming, Ritz Carlton Reserve and a host of other luxury resort destination clients both domestic and international. Work closely with Executive Creative Director traveling to locales for immersion and then intimate development of brand narratives from inception to completion. Work with Group Creative Director and Design Director to curate projects. Background in fine art / illustration informs hand crafted typography, logo creation, and visuals that articulate brand manifestos. Role has spanned both Art Director, in a conceptual capacity, and designer more traditionally. Extensive design experience across a broad spectrum of assignments both traditional and digital. Very aware of current trends in the visual arts, indepth working knowledge of the latest developments in Adobe CS Suites, a mastery of typography and an understanding of material costs and time limits. Work with writers; oversee work from other designers and production artists, as well, to ensure appropriate design identity and branding. Manage the flow of the work through creative department.

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EXPERIENCE

ART DIRECTOR. Black Oak Casino, Tuolumne, Ca (January 2008 - December 2010).
Responsible for creative development and company branding. Managed media coordinator, senior designer, web designer and design intern for all aspects of creative production from inception to final execution. Directed advertising campaigns, branding of individual properties, print, packaging and web design. Directed concept, story boarding, casting and structured development of two commercial photo shoots including live action and still photography. Oversight and consultation on multiple properties including casino, golf course and other tribally owned entities (Health care facilities, construction divisions as well as educational and cultural programs). Worked closely with agency on media buying, placement of collateral and competitive spending analysis in the market. Collaborated in detailed analysis of ROI and data as it pertained specifically to campaigns and advertising efforts. Worked closely with financial analysts, database analysts and executive administration to measure effectiveness and profitability of promotions.

DESIGNER. Black Oak Casino, Tuolumne, Ca (May 2005-January 2008).
Responsible for the day-to-day designing and development of all visual messaging for the company. Developed advertising campaign creative, comprehensive and lucrative direct mail print program, shot commercial photography for various applications. Worked with advertising agency but eventually oversaw and initiated creative independence from agency transitioning company to an in-house creative team. Developed in-house creative team to take over previously outsourced projects.

INDEPENDENT/FREELANCE DESIGNER (May 2004-Present).
Worked with a host of independent clients on branding, print systems and the development of collateral on multiple creative projects.

COMPUTER SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Mac and PC platforms.

AWARDS

- Barona VCAT National Gaming Marketing Award 2009 (Native Gaming Industry Specific).
- Romero Awards 2006-2009 (Gaming Industry Specific).
- 2005 New York Society of Illustrator Entrant.
- 2004 Student Spring Show Academy of Art University.

ACTIVITIES

- Member of the Motherlode Martin Luther King Junior Committee, a non-profit organization that promotes diversity and awareness of Dr. King's legacy in schools. Primary contributions were graphic design and creative development for the organization.
- Contributed design to several charitable organizations at no cost.
- Member of the USMS (United States Master Swimmers).
- Drawing and Painting.

REFERENCES AVAILABLE UPON REQUEST

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