

Lacey M. Salo
Reno, Nevada 89521
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To Whom It May Concern:

Demonstrating a 10-year track record offering keen visual style in graphic design, concept art, layout, game design, character creation, logos, symbols, layout, UI/UX, print media, glass artwork, signage, marketing material, animation, UI/UX incorporating, wireframes, storyboards, user flows, process flows and sitemaps. Encompassing my creative experience and contributions support strong project organization, project management, research & development, training, workflow solution, software innovation, pipeline innovations & solution, project integrity, conflict resolution and ability to follow through with projects from inception to completion. Proficient in all required Adobe software with requisite knowledge of 3D software. Possess strong attention to detail, planning, and organizational skills, and strong interpersonal communication skills, both oral and written. Collaboratively create the highest quality games. Researches and disseminates information on new techniques, tool sets, and best practices to the team. Provides mentoring in best practices and work directly with other departments and designers to process game assets into a form compatible with game production. Consistently show adaptability, flexibility, teamwork, collaboration, and constantly deliver creative solutions while seeking continuous improvement opportunities.

Among other aspects of the creative development process, I have been taking on progressively responsible roles within our studio, exceeding studio objectives, by executing with excellence, being accountable for results as I empower, inspire and grow our work culture and assist 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. Recognized on numerous occasions across departments for demonstrating exceptional performance. Created several documents and processes that are currently used studio-wide as part of our production pipeline and workflow. Initiated the creation of the Atlassian JIRA focused council with one representative from each department. Instilled an innovative and efficient team dynamic that is currently being utilized. I take initiative to find solutions to creative and team efficiency issues. As a proactive and organized leader, I have been able to develop a reputation for maintaining a structured and dynamic work environment that has proven to increase revenue and would be proud to bring to your organization.

Attached are details about my work experience, education, and recent professional contributions and achievements. A complete CV and letter of recommendations are available upon request. Thank you for your consideration.
Portfolio: www.laceysalo.com | Phone: (775) 338-8868 | Email: contact@laceysalo.com

Sincerely,

Lacey M. Salo

A handwritten signature in black ink that reads 'Lacey M. Salo'. The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

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

- Collaboratively create the highest quality games. Researches and disseminates information on new techniques, tool sets, and best practices to the team. Provides mentoring in best practices and work directly with other departments and designers to process game assets into a form compatible with game production. Consistently show adaptability, flexibility, teamwork, collaboration, and constantly deliver creative solutions while seeking continuous improvement opportunities.

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

Perfect Balance Designs

Lead Graphic Designer & Web Developer

Reno, Nevada — 2013 – 2015

The Digital Media Studio

Assistant Art Director

Reno, Nevada — 2010 – 2014

SoundBit iOS Application

Sole Designer / Visual Graphic Artist

Reno, Nevada — 2010 - 2012

Regional Occupation Program

Graphic Artist / Designer

Reno, Nevada — 2010 - 2012

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 · 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) · Current on trends within the 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 · Training and development · Flexible and adaptive · Calm under pressure. · Excellent analytical skills · Effective listening · Creative imagination stimulation · Initiative · Strong team player · Excellent communication skills and ability to interact with employees and clients to 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 – Creative 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. 		

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

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UNITE - Come together as one team with one vision

I initiated the creation of the JIRA focused council with one representative from each department. This council's purpose is towards the continual improvement of quality, efficiencies and increasing JIRA utilization studio-wide. This involves creating solutions for better workflows, pipelines, milestones and more user-friendly processes for our studio.

I created and proposed an innovative and efficient team dynamic that is currently being utilized. This team dynamic allows us to efficiently operate using our entire team and emphasize individual strengths while delegating work proportionally across the team. This model reconstructs our large team into four smaller groups working in teams of five or six, each group encompassing one lead artist, two illustrators, two artists, and two graphic artists. This dynamic generates better workflow within our department, produces a more cohesive game and focuses on closer communication. Working in small groups helps facilitate and encourage leadership, teamwork, and knowledge of the overall art production process which results in a higher quality output. These defined outlines have proven to maximize time, quality, and are more efficient in reaching our goals and commitments.

Apart from the creation of the team structure, I am also one of two people who are currently on all four teams out of the departments 16 artists. Concurrent with my responsibilities, I'm actively offering to help other team members in their projects and checking to see if there is anything, I can do to help relieve project pressures or constraints.

I take initiative to find solutions to creative and team efficiency issues.

I am devotedly present in all meetings and contribute frequently to solving creative problems or offering potential solutions.

DEVELOP - Empower, inspire and grow our people

I formed the existing Women's Leadership Initiative that brings women to the forefront at all levels of our studio to unite in building a network that better serves emerging women leaders across the organization. This group empowers, inspires and grows our people and culture by providing a forum for women to seek advice and guidance in areas of business, leadership development, and professional advancement. We work together for a common goal and we consistently push ourselves and those around us to empower, inspire, and improve. This initiative links together with other circles across multiple companies while also aligning with a global initiative currently active in over 160 countries.

I was nominated on behalf of Aristocrat as an emerging leader and was asked to join in representing the company at the annual Women's Leadership Conference which is the largest women's conference in the western region. I absorbed the shared knowledge of some of the most profound and inspiring women that provided me with information and resources to grow and develop. These women inspired me to focus my vision and mission to encourage, empower and inspire all employees to the forefront, to unite in building greater networks and to collaborate, share ideas and aid in growing our studio and company culture. Upon my return, I distributed a 16-page, detailed write-up sharing all of the information gained from this conference.

I am always seeking opportunities for professional development and sought out an opportunity to grow through a mentorship with a Senior Project Manager. Presently, there are no formal mentorship programs and thus created this initiative on our own, to continue my professional development. The curriculum focuses on motivation, self-direction, managing expectations, communication, listening, crucial conversations, leading, management, team dynamics,

identification of an organization's characteristics, and adapting. To enhance communication skills and gain a greater understanding of self and the organization; strengthen and build upon relationships with peers and managers. Since my mentorship, I have grasped a greater understanding of the importance of perception and expectation of oneself and of peers. These strengths have already made a significant impact on my mindset, daily tasks, communication, and effective leadership.

I am always looking to develop and advance as a dedicated and quality employee. I continuously look to improve and always eager to learn. I utilize downtime to help improve our studio, train other employees and work on self-development by using internal and external training opportunities.

I have achieved all the action items on my Individual Development Plan (IDP) that have helped me align with my short and long-term goals to be on track in reaching my career aspirations. Utilizing the 70:20:10 model to guide the creation of my IDP was best achieved by integrating both formal and informal elements into my development plan. I achieved these competencies through practice and experience (70%) by special assignments or secondments, conversation, and reflection, learning by doing, experimenting, as well as trial and error. I required coaching and feedback (20%) by finding an internal mentor, shadowing, peer networking and scenario learning while also focusing on study and training (10%) by attending classroom workshops, designed learning experiences, simulations, tutorials, and solo study.

DELIVER - Execute with excellence, be accountable for results

Awarded Winning Ways recognition on several occasions across departments for demonstrating exceptional performance. Here is an excerpt from one of my Winning Way Awards, "Lacey goes above and beyond in her role as a Graphic Artist, exceeding all expectations set before her. She shows an exceptional aptitude for leadership by going beyond the call of duty to create stronger workplace efficiencies for the art team and improvements to the studio. Her passion for building a thriving workplace has even been acknowledged, earning herself a spot on the JIRA Super User team. In tandem with such accomplishments, Lacey frequently contributes to most games, consistently demonstrating high levels of competency and delivering quality work in all tasks that have been assigned to her. Being very considerate of her team members, she is always willing to collaborate to solve any creative problem that may arise. Lacey is a model employee and successfully upholds the values of our "Winning Ways" and would like to recognize her in both Develop and Deliver."

I also want to highlight my contributions to Winning Ways as I take time to recognize and nominate team members who inspire, go above and beyond and acknowledging those who always prioritize doing the right thing over short-term gains. Seeing team members exemplifying our Winning Ways of Unite, Deliver, Develop and Play, after all, success isn't just about what we achieve – it's also about how we achieve it and the example we set through our behaviors.

I am currently overseeing team members on an international scale of their contribution to art related responsibilities and help page production. Accountable for training, delegating tasks, reviewing progress and supervising any revisions until task completion.

I have created several documents and processes that are currently used studio-wide as part of our production pipeline and workflow. These documents have helped decrease production time and maximize accuracy between handoffs.

Document: JIRA Project Organization & Efficiencies – I created a document standardizing how to effectively create a JIRA Issue that maximizes clarity, accuracy, and overall turnaround time. This documentation guides any team member through the do's and don'ts of creating an efficient JIRA Issue that can move through the production pipeline and ensure that anyone in the studio will fully understand what is needed to complete the task. The document highlights creating the task description, adding details about what is needed, certain requirements, as well as possible branding guidelines and restrictions.

Document: Creating JIRA Filters, Subscriptions & Dashboards – I created this document to help our team members easily and effectively walk through the process of creating and saving a specific JIRA filter, subscribe to a saved filter to receive periodic notification for all issues returned by a search and how to create a dashboard.

Document: Help Page Design & Handoff Standards – I wrote a workflow procedure and design standards document that helps train and guide artists through the creation process to ensure accuracy, efficiency, and quality. The document details how the assets are created, what is required during the reviewing process, and the stages of possible revisions before final delivery. This methodology ensures that the studio pipeline is followed while structuring and defining product guidelines to produce accurate and efficient work resulting in quick turnaround and reduced studio costs.

Document: Perforce Link Sharing – Created a step-by-step walkthrough demonstrating how to locate and share a correct Perforce navigation link that uses the software depot navigation rather than a local file path.

I have repeatedly demonstrated that I can successfully perform under high pressure and tight deadlines while managing a vast number of tasks, all while delivering with efficiency, accuracy, high-quality assets and completing within deadlines. Here is one example displaying my efforts, in addition to my existing art obligations I was assigned 81 marketing tasks; creating 52 individualized and unique playing cards as well as 29 attention-grabbing game banners featuring our newest releases. I was given a 4-day deadline from inception to completion and demonstrated to work effectively by overcoming all project pressures and constraints while proving the ability to follow through and successfully deliver on time. Project details included creating the initial concept, locating all high-resolution game-related assets from various local network locations and reaching out to Aristocrat studios, finalize all designs, collaborate through the revision process between multiple approving authorities, and execute all delivery requirements needed for print.

I have created and collected a vast amount of valuable resources and compiled everything into an organized and extensive library that everyone can access to find and use things such as, templates, guidelines, thumbnails, research, references, logos, documentation, common assets that are shared across games, fonts, mockups and meeting notes.

I have notably been entrusted as the go-to artist between the art department and the technical art department for all assets requiring adjustments, redesigning, restructuring, matching existing content while ensuring a quick and efficient turnaround.

I have become the go-to person for delivery solutions, input, and pipeline efficiencies from various other departments.

I supervise the interdepartmental process and approval for help pages to confirm accuracy between the game document and art assets to certify a successful and reliable delivery.

Consistently told that my work is great and am always trusted to provide quality and beautiful work as well as verbally told that I have a quick turnaround and always astonish others when I complete assignments far in advance. Constantly praised by other departments about quality, efficiencies and work ethics.

PLAY - Be creative, ambitious, celebrate success

Active member on the Event Committee, coordinating, organizing and helping plan on and offsite events. I assist in calling vendors, help during the set-up and cleanup process as well as create all necessary themed artwork including logos, invitations, banners, mailers, screen projections, and photobooth content.

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ARISTOCRAT | VGT GAMES:

- Brilliant Cherries™
- Bi Gan's Fortune™
- Buffalo Extreme™
- Cherry Inferno™
- Chun Jie – Lion Dance™
- Cosmic Cherries™
- Fortune Toad™
- Golden Wealth™
- Jackpot Upgrade Blue Blitz™
- Jackpot Upgrade Green Ecstasy™
- Jackpot Upgrade Purple Frenzy™
- Jackpot Upgrade Red Razzle™
- Jin Chan – Fortune Toad™
- Jin Huangdi Long – Emperor Dragon™
- Jin Shi – Temple Guardian™
- Jin Tong Yu Nu – Golden Boy Jade Girl™
- Lock Zone™
- Mystical Crystals™
- Pinata Colada™
- Pinata Fiesta™
- Ritual Riches™
- Power Drive™
- Rocket Riches™
- Wild Captain Coins™
- Wild Cockatoo Cash™
- Wild Egyptian Coins™
- Wild Fiesta Coins™
- Wild Monarch Money™
- Wild Texa' Coins™

ARISTOCRAT CLASSICS:

- 5 Dragons™
- Alaskan Storm™
- Buffalo Deluxe™
- Buffalo Gold™
- Dancing Foo™
- Downtown Diamonds™
- Golden Zodiac™
- Golden Prosperity™
- Longhorn Deluxe™
- Miss Kitty™
- More More Chilis™
- More More Hearts™
- Prosperity Princess™
- Silver Wolf™
- Sizzling Phoenix™
- Whales of Cash™
- Wild Panda Gold™

SPIN GAMES:

- American Gold Rush™
- Beticus Maximus™
- Bootylicious™
- Captain Cash™
- Cosmic Chaos™
- Dancing Beauty™
- Egyptian Gods™
- Fiesta Senorita™
- Four Guardians™
- Frozen Arctic™
- Gods of Fortune™
- Jumping Jack Cash™
- King of the Luau™
- Love Bite™

- Lucky Dragon Casino™
- Luck Miner™
- Lucky Shih Tsu™
- Money Honey™
- Pearl of the Dragon™
- Phoenix Queen™
- Queen of Aten™
- Queen of the Skies™
- Red Panda™
- Roaring 7's™
- Royal Queen™
- Shadows of Olympus™
- Soaring Stallion™
- Tini Bikini™
- Triple Bombshell Betties™
- Valley of the Pixies™
- Voyage to Asgard™
- Wealth of the Nile™
- Wild Gypsy™
- Wild Warrior™

NEKTAN GAMES:

- Best of British™
- Cave Raiders™
- Cheeky Tiki™

JAMA GAMES:

- Destiny Poker™