



LACEY M. SALO

CREATIVE DIRECTOR



PROFESSIONAL PROFILE

Innovative Creative Director with 10+ years of industry experience and an acclaimed portfolio who believes in the power of collaborating with good people to get the best results. Inspiring artistic vision, outstanding communications skills, strong leadership experience, and a proven track record of shipping premium gaming products. Influence, foster leadership, accountability and integrity throughout my teams and all business endeavors. Adept at visualizing creative ideas and managing creative people.

CONTACT

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EDUCATION

BACHELOR OF ARTS

Major: Digital Communication, Media/Multimedia
Minor: Business Administration
University of Nevada, Reno | 2014

ADV. EDUCATIONAL CAREER TRAINING

Computer Graphic and Web Design
Regional Occupation Program, California | 2009

NOTEWORTHY

Gaming License Certified, Gaming Control Board

iGaming Best Innovation Award for North America

Member, Adobe Behance Global Review Team

Member, Society for Experiential Graphic Design

Nominated as an Emerging Leader, 2018

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

Powerhouse Gaming

Jun 2019 – Present

Own, articulate, and evangelize visual direction and direct multiple art disciplines to achieve incredible results.

- Provide initial art delivery estimates and then maintain a production schedule within the design team to ensure that all delivery targets and quality standards are met.
- Lead, mentor, and assist in the training and development of all members of the design team(s).
- Work closely with all development departments to ensure art supports a gameplay-first player experience.
- Advanced interpersonal, communication, negotiation, and delegation skills, as well as the ability to lead and direct different design team members across multiple game projects simultaneously.

GAME ARTIST III

Aristocrat | VGT

Jan 2017 – Feb 2019

Design and develop user-centered digital graphics, animation, special effects, and marketing content from initial concept to final, polished deliverable.

- Lead an energetic team of multimedia designers to develop layout, graphics, animations, production materials, and marketing while helping studio production.
- Facilitated team meetings for a project to increase revenue for project development and pipeline efficiencies.
- Developed new art-proofing system that increased overall quality of production and improved pipeline efficiencies and deliverables by nearly double.
- Consistently recognized for fresh and innovative ideas and applications.
- Nominated as an Emerging Leader, Women's Leadership Conference, 2018.

LEAD GAME ARTIST

Spin Games

Feb 2015 – Dec 2016

Responsible for the overall look of a game, devising the game's visual style and directing the production of all visual material throughout game development.

- Organized multi-company communication and collaboration with IGT, Konami, Everi Games, Lightning Box, Nektan, Grand Vision Gaming, WMS Gaming, Microgaming, Novomatic, Jama Games and Interblock to bring land-based slot games to mobile platforms.
- Lead and mentor middle and junior level graphic artists.
- Work closely with all departments to ensure proper implementation of content.
- Proud recipient of the iGaming Best Innovation Award for North America.