

DAN TOBOLIC

Design & Art Direction

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SKILLS

Five+ years experience as an interactive designer/art director. Extrasensory understanding of client and project needs. Strong leader with ability to clearly identify project goals and parameters. Expert with Adobe Creative Suite allowing for extremely fast turnarounds. Experienced with standards-compliance, CSS, XHTML and other current web trends.

EDUCATION

Grand Valley State University – Allendale, Michigan | 08/02–04/06

NASAD Accredited Art and Design Program

Bachelor of Fine Arts, Emphasis in Graphic Design

EXPERIENCE

Avenue A | Razorfish – Chicago, Illinois | 10/06–Present

Art Director

Created integrated campaigns, branded websites, conceptual work and pitch work for clients such as AT&T, Balance Bar, Best Buy, Capri Sun, Cheese Nips, Domino's, Grey Poupon, Kool-Aid, Oscar Mayer, Planters, Ritz Crackers, State Farm and Teddy Grahams. Worked across multiple disciplines to ensure creative stayed consistent through to delivery.

Directed & designed Garden Harvest Toasted Chips website

Directed the redesign of Ritz Cracker's website along with client-side widget creation

Designed and won pitch for State Farm Insurance's website redesign

Created a brand new look and flow for Dominos.com - resulted in 20% increase in online orders

Fusionary – Grand Rapids, Michigan | 05/02–10/06

Creative Lead

Responsible for creation, management and direction of various pieces including interactive design, websites, user interfaces and print—from initial concept to completion. Select work from Fusionary:

Arcadia Bluffs > arcadiabluffs.com

Frederik Meijer Gardens > meijergardens.org

Fusionary > fusionary.com

Herman Miller > internal interactive training tool

Steelcase > store.steelcase.com

Yes.com > yes.com

ST Concepts Software Development – Grand Rapids, Michigan | 05/01–05/02

Established identity by producing logo, letterhead, brochures, signage, and website. Worked in-house after establishing identity on their flagship system's graphical user interface.

Freelance | 05/01–Present

Engineered & Designed Nutrition > Website, Identity, Package Design > whatsyoureden.com | 12/07

Anheuser Busch > Billboard concepts for Bud Light's "Always Worth It" campaign | 2/06

AWARDS/RECOGNITION/PUBLICATIONS

Publications

"Innovative Promotions That Work: A Quick Guide to the Essentials of Effective Design" – Lisa L. Cyr

Features full-spread of work done on Fusionary's Winteractive 2004 Coaster | 01/06

West Michigan Addy Awards

"Best of Show" for "New Pornographers - Metro Concert Poster" ("Silver Addy" in statewide) | 01/06

"Judge's Choice" for Fusionary Winteractive 2004 Coaster | 01/05

"Gold Addy" for Fusionary Winteractive Game, "Pixelated" | 01/04

Great Lakes Interactive Media Association (GLIMA) Awards | 08/04

"Best User-Friendly website" for www.arcadiabluffs.com

Portfolio and selected work samples are available for review

References available upon request