



Ar Vue

Contact



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(209) 684-3717

Education



**Bachelor of Fine Arts:
Electronic Arts,
Emphasis in Computer
Animation Studio**

**California State University,
Chico**

Class of 2010

Skills & Certifications

**Graphic Design
Motion Graphics
Videography
Photography
Web Ads
Social Media Reels
Licensed Drone Operator (SUAS)**

Hobbies

**Cars
Fishing
Movies
Video Games**

Work Experience

**ADVERTISING VIDEOGRAPHER
CHUKCHANSI GOLD RESORT & CASINO
2021 - CURRENT**

- Interacts effectively with the public and Team Members. Performs excellent customer service at all times.
- Demonstrates ability to develop conceptual visual ideas and execute against them to create innovative digital solutions in a highly collaborative environment.
- Assists in planning and shooting content to be used in advertising across digital media channels FaceBook, Twitter, YouTube, Instagram, etc.
- Demonstrates excellent attention to detail and has the ability to proof-check work.
- Manages preproduction, production, and post-production editing of video projects.
- Self-starter who combines a high level of creativity with strong video and organizational skills to complete projects.
- Organizes video production workflow, including but not limited to the storage of digital video footage.
- Encodes videos for any required format and uploads to media sources.
- Uses and maintains camera, lighting and audio equipment.
- Sets up lighting, shoots, and edits product promotional videos and assembly/installation videos for upload internally and shared via social media.
- Accepts feedback and makes any revisions accordingly.

**RECRUITMENT MARKETING PARTNER (GRAPHIC DESIGN SPECIALIST)
COMMUNITY MEDICAL CENTERS
2019 - 2021**

- Producing well-written and engaging content for print, video, digital/social media communication while effectively managing project progress and deadlines.
- Developing and implementing innovative recruitment strategies for various areas of assignment. Coordinating recruitment efforts and strategies to ensure applicant flow and placement of candidates are maximized.
- Managing various vendors and expectations for partner tools in achieving CMC's strategic recruitment goals.
- Tracking and analyzing data and ROI on ad placements, email campaigns, and unique recruitment campaigns.
- Acting as a strategic and collaborative partner with leaders, talent acquisition partners, hiring managers, and other key stakeholders to ensure successful recruitment tactics.
- Protecting and promoting Community Medical Centers' brand in an appropriate, coordinated and consistent manner.
- Developing and maintaining content for Community Medical Centers' robust social media channels and online platforms.
- Demonstrating personal initiative, creativity and inventiveness with each assignment.
- Researching, creating, and implementing creative sourcing techniques to generate a pool of qualified candidates for open positions and creating pipelines for future hiring needs.
- Through visual and digital communications, attract, connect, engage, and grow CMC's potential talent pool.

**MULTIMEDIA GRAPHIC DESIGNER
CHUKCHANSI GOLD RESORT & CASINO
2016 - 2019**

- Designs a wide variety of challenging projects (print campaigns, micro-sites, widgets, HTML, emails, DVD's, PowerPoint, animations, package designs, advertising materials) that focus on increasing guest attendance and meeting marketing goals.
- Maintains the casino website to update monthly casino promotions, entertainment, and restaurant information along with other various posts and calendar events.
- Attends to various advertising needs as requested from multiple departments.
- Create, schedule, and manage promotional contents for 7 different electronic systems including WordPress, Scientific Gaming Web Content Management, Venus Daktronics, Atrient Kiosks, XIBO, and other internally developed content management systems.
- Operate and service large format printer to print posters, directionals, flyers, cards, and other print projects.

Work Experience (cont.)

- Photograph monthly promotional products to be used in promotional campaigns, print ads, digital ads, and newsletters.

ACCOMPLISHMENTS:

- Successfully implemented workflow and files/folders management strategy to ensure ease of access to all Team Members.
- Collaborated with Team Members and vendor to define the look and feel of Atrient's kiosk system which were implemented and launched across the casino gaming floor to provide a better gaming services experience.
- Collaborated with Manager, Team Members, and Design Agency in the Fresno area to provide design direction, implementation, and launch of the casino's current website: www.chukchansigold.com.
- Worked with the internal IT department and vendor, Scientific Gaming, to design the look and feel of the widget based interface across 1000+ casino slot machines, which allows customers to view their available points, advertisements, and general casino information.
- For the first time ever, provided a unique customer experience through the use of animated motion graphics for all casino floor promotions and large format electronic marquee signage system.

Other Previously Held Positions

(More detailed job descriptions available at www.linkedin.com/in/ar-vue)

GRAPHIC DESIGNER (FREELANCE)

STYLESTALKER

2015 - 2016

GRAPHIC DESIGNER / PRINT TECHNICIAN

THE HAT SOURCE

JULY 2016 - SEPT 2016

GRAPHIC DESIGNER / PRINT OPERATOR

QUICKSIGNS MEGA PRINTS

JAN 2016 - JULY 2016

SR. TRIM GRAPHICS DESIGNER

BCBG MAX AZRIA GROUP

2010 - 2015

MOTION GRAPHICS DESIGNER (FREELANCE)

DUSTLIGHT PRODUCTIONS

CERTIFIED PICTURE FRAMER

MICHAEL'S ARTS & CRAFTS