



**ARIES DATUIN**  
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## EDUCATION

Art Institute of Las Vegas, Bachelor of Science  
2006 - 2010

## SKILLS

Branding, Print, Digital, Interactive Design, Front-end Design, UI Design, Web Development & Design

## EXPERIENCE

### AXEL • Art Director / Web Designer

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Took lead in creating the company's branding and style guides, built a modular and flexible templating system for web pages, established a workflow and build process pipeline for online content, and created reusable templates for their social media and digital content.

### TAO Group • Web Designer / Interactive Designer

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August 2012 - July 2017

I worked closely with the social media/analytics team in creating fun and engaging content for the company's social media platforms. I was lead designer in coding special event-themed landing pages such as Halloween and NYE. The landing pages presented for a unique user experience and allowed for a smooth payment process when purchasing tickets. Analytics and sharing tools were integrated for insights and research to improve and optimize the experience for future online content.

I was also lead in designing Beauty & Essex's website. The project deliverables included: a website, web app, and store-front touchscreen kiosk that displayed the restaurant's contemporary American offerings. The web app and touchscreen kiosk utilized OpenTable's API to simplify and encourage table reservations.

### Las Vegas Review-Journal • Web Designer / Graphic Designer

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February 2011 - August 2012

I Worked alongside the creative director and magazine editor in the monthly planning, layout, and proofing of LVRJ's Luxury LV Magazine. I was involved in creating unique designs that were complimentary to the article's theme and topic/subject and was responsible for proofing and press checks at Creel Printing before press and distribution.

Responsible for monthly updates of the online version of Luxury LV as well as digital content creation for their social media channels allowing Luxury LV Magazine to have both a printed and online digital version for its readers. Integrating Flash / motion graphics into the digital version of the magazine afforded more opportunities for animated and interactive ads.

### Bally Technologies, Inc. • Web Designer / Interactive Designer

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June 2010 - September 2010

My expertise in Flash and motion graphics allowed the marketing department to expand their promotional materials beyond print and allowed the sales team to have more visually branded and animated demos for their presentation kits. I created large format graphics for their G2E booths, sales brochures, flash web banners, on-floor promotional branded materials, and animated walkthroughs both domestic and international for their popular gaming machines such as Betty Boop, Quick Hit and Hot Shot.