



DYLAN TODD  
mini portfolio



**SMOKIN' HOT**

— DESCRIBES EVERYTHING BUT —

**OUR BEER**

**FIVE 50**  
PIZZA BAR

***NOW SLICING.** Here's where you'll find pizza by award-winning Chef Shawn McClain, beer by microbreweries, and an atmosphere by ARIA. Whether it's 2 pm or 2 am.*

**Aria**

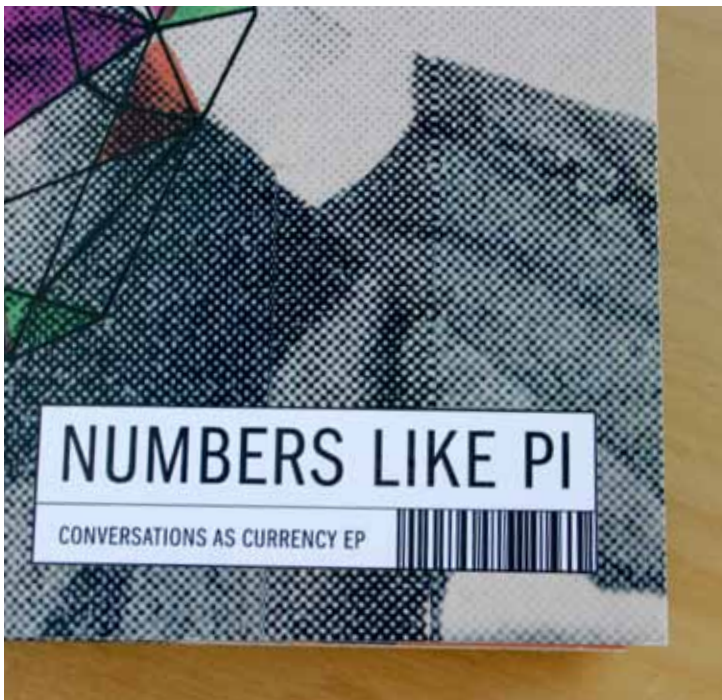
RESORT & CASINO

AriaLasVegas.com | Dining Reservations 877.230.2742

STUDIO SK+G

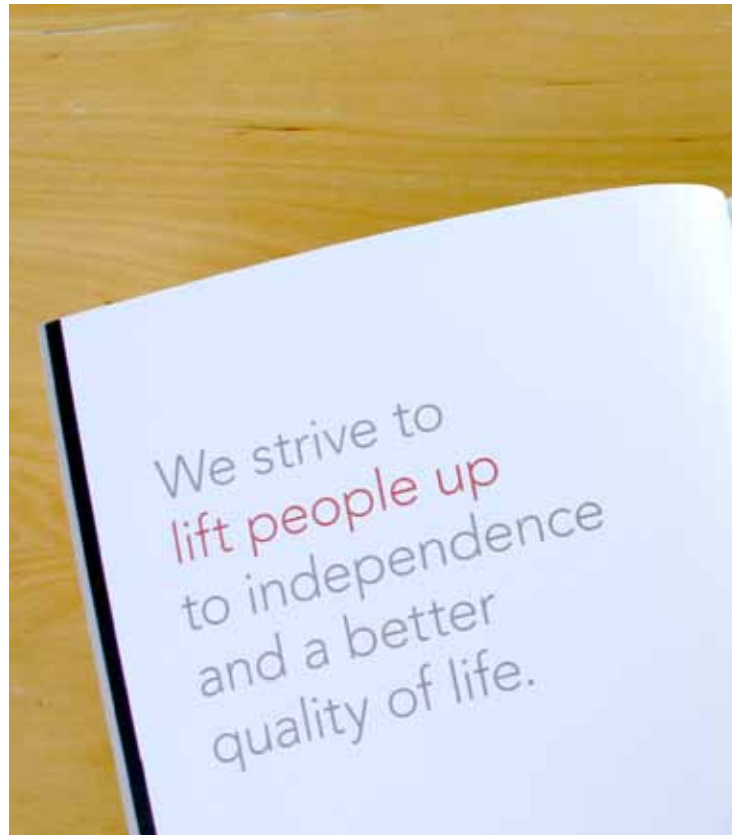
CLIENT Five50 Pizza Bar / Aria Las Vegas

**PIZZA. BEER. GOOD TIMES.** A sexy, smart and active campaign for a cool, hip pizza place in one of Las Vegas' premiere luxury resorts. Full campaign included a host of print ads, outdoor, slot machine kiosk imagery, in-room videos and a branded video that runs on one of the biggest outdoor screens in North America.



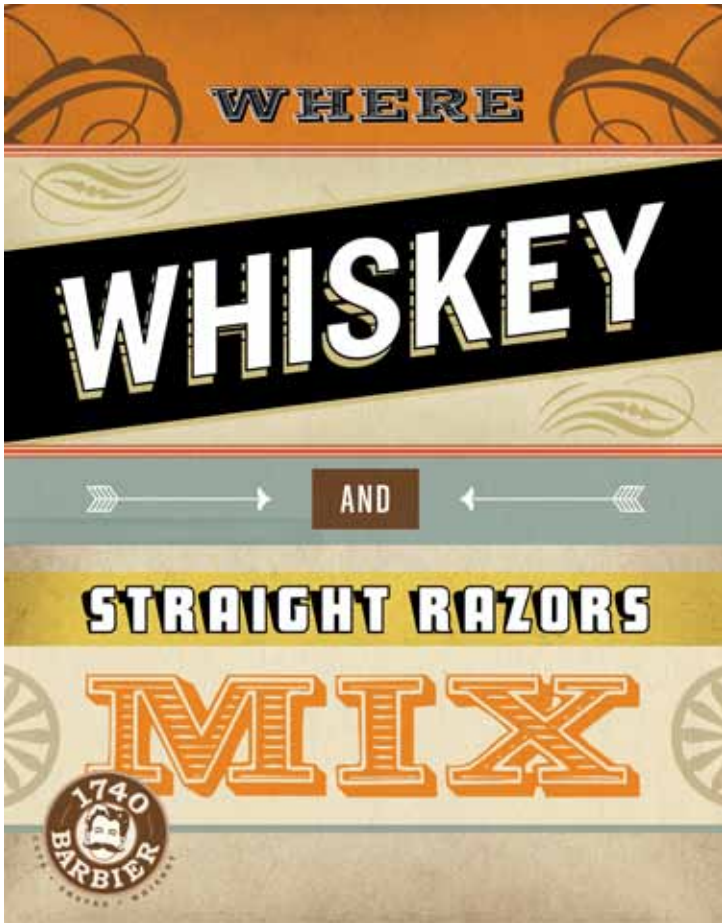
DESIGNER Dylan Todd  
CLIENT Numbers Like Pi

**WE CONSUME CONVERSATIONS LIKE CURRENCY / IT'S ALL WE CAN AFFORD** Album art for indie-emo band Numbers Like Pi. The central premise arose from the idea of conversation as a form of money. What happens when nobody's spending? Vintage photos from a book on isometrics add tension to seemingly static situations. Multicolored cages contain the things we can't say.



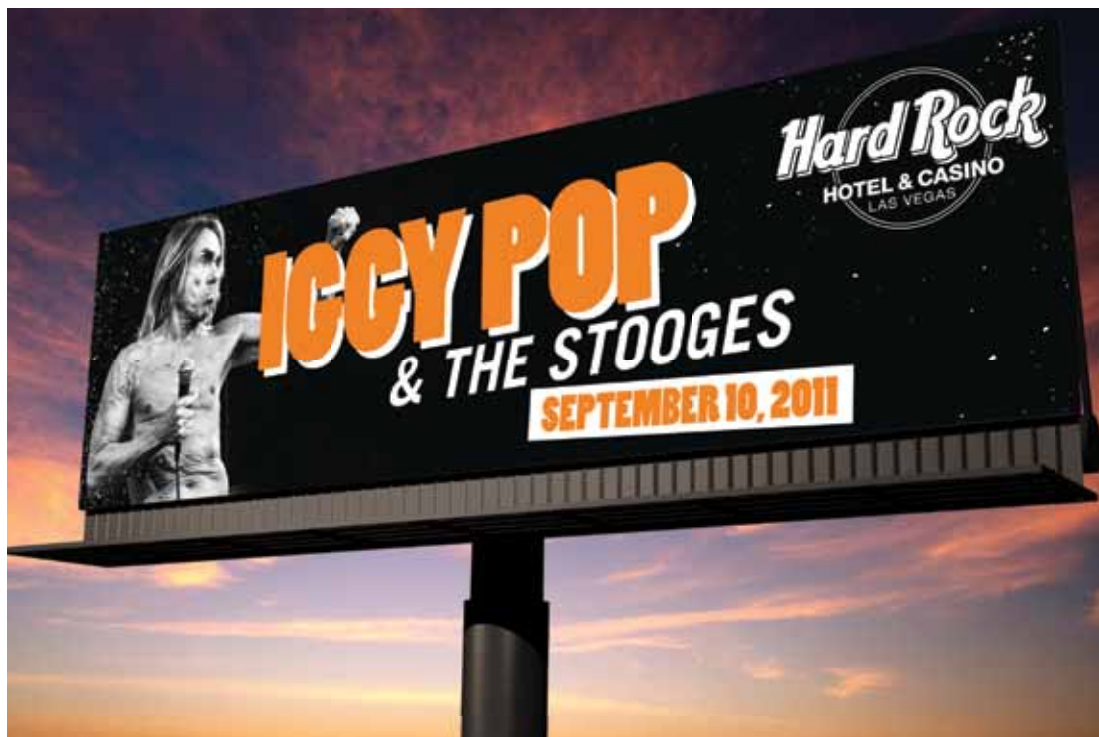
STUDIO Twist Creative, Inc.  
CLIENT The Sisters of Charity Foundation of Cleveland

**UNDERSTATED SERVICE** The grant-making organization attached to the Sisters of Charity of St. Augustine published their first annual report in 2008. The report spelled out the programs they had sponsored in each of their focus areas: health disparities, supportive housing, education disparities and religious communities. The annual had to reflect the understated, humble nature of the sisters, their no-nonsense approach and their selfless service to the community.



STUDIO Twist Creative, Inc.  
 CLIENT 1740 Barbier

**WHISKEY AND STRAIGHT RAZORS – A MATCH MADE IN HEAVEN**  
 Advertising and branded collateral for a barber shop that serves up sharp looks and stiff drinks. Guaranteed to increase your confidence in all the right ways.



STUDIO SK+G  
 CLIENT Hard Rock Hotel & Casino RFP

**THIS ONE GOES TO "11"** The results of an RFP on the part of the Hard Rock Casino & Hotel, the back-to-basics, rock & roll approach to advertising and apparel is just the wrong amount of wrong. In a city full of conservative copycats, this campaign is bold enough to stand up and be heard, ear drums be damned.



STUDIO Twist Creative, Inc.  
CLIENT Cleveland Film Society

**IT'S STARTING** Season campaign poster for Cleveland's preeminent independent and international film festival, which screens hundreds of features and shorts from around the world over the space of a week. Taking a cue from the countdown leaders that run before the movie starts, the poster and campaign build off of the excitement of sitting in a dark theater, waiting for the magic to happen.



STUDIO SK+G  
 CLIENT Waste Management

**TURNING WASTE INTO WOW** As part of the AMC reality series *The Pitch*, we were handed a client and a brief and told to create an all-encompassing campaign to spread the word about a waste company that turns trash into fuel. With a campaign that included tactical messaging, guerilla marketing and an engaging web presence, it's no wonder we won the competition.





DYLAN TODD  
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### OBJECTIVE

To obtain a graphic design position at a company where I will be challenged, respected and further educated.

### EDUCATION

Brigham Young University-Idaho  
Rexburg, ID Graduated December 2006  
Bachelor of Fine Art degree; Graphic Design emphasis.

### WORK EXPERIENCE

#### SK+G Advertising

Las Vegas, NV February 2010–Present Art Director + Graphic Designer

As a member of the design team, I conceptualized and produced collateral and identity systems and guidelines, promotional logos and direct mail pieces. Partnering with the advertising department's creative directors, I helped to brainstorm and create full advertising campaigns as well as pitch documents for potential clients. Partnered with the production team to ensure quality results in printed pieces and consistent brand messaging across all incidental pieces.

#### Twist Creative, Inc.

Cleveland, OH March 2007–September 2009 Junior Designer

Working alone as well as part of a team, I helped conceptualize, produce and present collateral and identity systems, posters, advertising, identity guidelines, marketing pieces, invitations, brochures, press kits, web sites, packaging and merchandising for a wide variety of clients. Assisted on and directed photo shoots, proof-read and styled documents, worked with clients and vendors, established print specifications, reviewed proofs and attended press checks.

#### BYU-Idaho Activities Comm.

Rexburg, ID Dec. 2005–April 2006 Graphic Designer

Conceptualized and produced posters and other advertising for on-campus events. Communicated with the client and production manager to ensure satisfaction of work quality and that deadlines and budgets were met.

### SKILLS

Well-versed in the Adobe Creative Suite.

Have some experience in letterpress as well as book-binding and various forms of print-making.

### ACCOMPLISHMENTS

Have had work appear in Print Regional Design Annuals, received silver and bronze Addy awards and have had work recognized in regional AIGA competitions, including a Best In Show award.

Was featured, along with other SK+G team members, in an episode of AMC's *The Pitch*, a reality TV show where two advertising agencies compete for a potential client. We won.

Served for two years as a volunteer missionary for the Church of Jesus Christ of Latter-Day Saints in New York City. Served communities through local service organizations as well as serving in various leadership positions within the structure of the mission.

*References available upon request.*



to see more, contact  
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702.415.3216