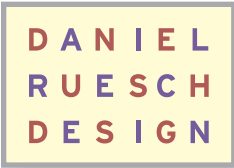


Daniel Lloyd Ruesch → **resumé**

615 Wilderness Drive | Alpine, Utah 84004 | 801-763-8219 | email: dan@danielruesch.com | website: danielruesch.com



My objective is to work with great clients, serve them well and build long-lasting, mutually-beneficial relationships. I have significant experience in book design, illustration, corporate branding and advertising design. To see samples of my work, visit danielruesch.com



1995 to Present → Daniel Ruesch Design, Inc.

Independent graphic designer and illustrator.

MAJOR ACCOMPLISHMENTS

Book design. At last count I have been involved in 113 book projects.

For many I designed the entire book, for others I designed and/or illustrated the covers only. Publishers I have worked for include:

- Primedia Enthusiast Media (New York)
- Medicode Publishing (Salt Lake City)
- Ingenix Publishing (Reston, Virginia)
- George Wythe College Press (Utah)
- TJEd Online (Utah)

Utah Symphony & Opera. When the symphony and opera merged I designed their branding elements. I designed the season marketing brochures, mailers, banners, etc. for Utah Opera for ten seasons and Utah Symphony for six seasons.

University of Utah School of Music. I designed the logos and overall branding for the UofU School of Music. I have illustrated and designed the season brochures, calendars, banners, posters, mailers, ads, etc. for eleven seasons.

Sizzling Platter, Inc. I designed posters, banners, email blasts, menu boards, billboards, and other marketing pieces for Sizzler, Little Caesars, Red Robin, Hoppers, and Ruby River.

Deer Valley Music Festival. As the festival was getting started, I helped get their brand on a solid footing by designing their logo, brochures, banners, signs, mailers, ads, etc. for the first four summer seasons.

Soter Associates. I functioned as a freelance art director and designer for the agency's advertising clients. I did advertising, web sites, and branding campaigns for clients such as Bank of American Fork, Reagan Outdoor, EscrowData, Young Family Dental, Marc Austin Attorney, and InfoTrax.

Continued →

1992 to 1995 → President, Evans/Tandem Design

Managed a staff of designers, account executives, and support staff.

MAJOR ACCOMPLISHMENTS

Medicode/Ingenix. I designed the corporate and product branding and multiple marketing pieces for a ten year period. During that time, the Medicode product brand became a standard to which other publishers in the industry aspired and often tried to imitate. The success of the brand was part of what enticed their leading competitor to acquire them in 1998.

1981 to 1992 → President, Tandem Studios

I built Tandem Studios from the ground up. It became the largest design studio in the state. I managed a staff of 18 designers, account executives and other production and support staff until we merged with EvansGroup, forming Evans/Tandem Design.

MAJOR ACCOMPLISHMENTS

Novell, Inc. I designed the Novell corporate and product branding. I did packaging, advertising and tradeshow graphics for over 12 years. During that time, we helped Novell grow from almost zero in sales, to over a \$2 billion company.

Other Employment

1989 — *Taught a course in corporate design at Brigham Young University*

1980 to 1981 — *Designer, Lucas Visser Design (Salt Lake City, Utah)*

1977 to 1980 — *Advertising Art Director, Soter Associates (Provo, Utah)*

Awards and honors

Numerous design industry awards including gold awards from the New York Art Directors Club, The Type Directors Club (Typography Annual), American Institute of Graphic Artists, Print Regional Design Annual, Salt Lake Art Directors Club, and the Addys. My work has been published in Volume 4 of *Print's Best Letterheads*, *Graphis Design 90*, *American Corporate Identity 5*, *International Trademarks of the 1980s*, *Greeting Cards: A collection from Around the World*, *Business Cards: A Collection from Around the World*, and *World Trademarks and Logotypes II*.

Education

1978 → *BFA degree in Graphic Design from Brigham Young University. Graduated with honors.*

COLLEGE ACCOMPLISHMENTS.

- Honored for the best logo design in a school-wide contest to design a logo for the school literary publication, *Century 2*. Also served on the *Century 2* staff for several semesters.
- Taught a beginning graphic design class as an undergraduate for 3 semesters.
- Winner in the Print Magazine cover design contest.

Technical Skills

- Very proficient in the Adobe Creative Suite, especially Photoshop, Illustrator and InDesign.
- Used Quark Xpress for many years and am proficient up to Quark Xpress 6.