

dani lemus

GRAPHIC

DESIGNER

Specializing in **brand consistency** and impactful **visual communication**.



Dani M. Lemus
SENIOR DESIGNER
dmlemus@gmail.com
323.495.7733

Throughout my professional career, I've always tried to ensure that my deeper knowledge and love for design is mirrored in my work. As a Senior Designer, I've learned to nurture new roles with managing design projects and overseeing jr. designers. Despite my design success independently, I found that my greatest work comes with a team.

Design starts with communication and ends with communication. Where you plan, question and brainstorm ideas. Where you harness creativity between minds and drive projects forward. Where you assure obstacles, such as time management, problem solving and tight deadlines are met. Where you congratulate efforts and merit accomplishments. These are the communicating ventures that help a team be successful with quality outcomes.

I welcome all challenges with open arms and use them to light my ambition and maintain my own pinnacle standards of graphic design.

EDUCATION

California State Polytechnic University, Pomona
Graphic Design / B.F.A Degree

Los Angeles City College
Television Production / Certified

TECHNICAL PROFICIENCY

Adobe Photoshop / Adobe Illustrator / Adobe InDesign
Adobe Premiere Pro / Adobe After Effects / Adobe Acrobat
Adobe Media Encoder / WordPress / NovaStudio / BrightAuthor
Microsoft Suite / Figma / Asana / Instagram / Google Drive

DESIGN PROFICIENCY

Ad Campaigns / Branding / Identity Packages / Web Design
Social Media Design / Page Layouts / Photo Editing
Color Correcting / Digital Printing / Video & Audio Production

INTERPERSONAL PROFICIENCY

Communication / Leadership / Time Management
Critical Thinking / Problem-Solving / Decision-Making

INTEREST

Automotive / Mechanics / Gaming / Sports / Photography
Home Renovation / Outdoor Activities / Crafts

The background is a wall composed of numerous small, square video screens arranged in a grid. Each screen displays a different scene, mostly featuring modern architecture with curved lines and large windows. Some screens show people walking or standing in what appears to be a public space. The screens are set into a dark, textured wall. To the right, a portion of a red, tufted curtain or wall panel is visible.

RAISE

LOUNGE



LOGOS FROM LEFT TO RIGHT

Fast Money: Car Giveaway Promotion

Share the Love: Cash Drawing Promotion

Money Mondays: Splash Pot Promotion

Crazy Cal Cash: Players Spin to Win Cash



LOGOS FROM LEFT TO RIGHT

\$100K Aloha Fridays: Cash Scratcher Giveaway

Mad Money: Poker Drawings Promotion

\$20,000 Labor Day: Poker Tournament

Veterans Day: \$20,000 Poker Tournament



LOGOS FROM LEFT TO RIGHT

Summer Kickoff Poker Tournament Series

Catch the Cash: Money Machine Promotion

All I Want for Xmas: Holiday Promotion

2024 Year of the Dragon: Celebration of Chinese New Year

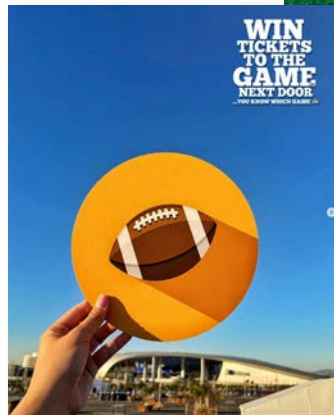


GAMES.
FOOD.
DRINKS.

OUTDOOR *Experience*

ELEVATE YOUR *Game.*  PARK, PARTY & *Play!*

PRINT



**WIN
TICKETS
TO THE
GAME
NEXT DOOR**
...YOU KNOW WHICH GAME



PROMOTION | WIN TICKETS TO THE GAME NEXT DOOR

Print and digital material for a Super Bowl tickets giveaway. I came up with the concept of utilizing game pieces on a board for drawn winners to choose from.

PROMOTION | WIN A 2023 EV6

Print and digital material for a car giveaway promotion. I came up with the concept of using a futuristic city view to highlight the lines of the EV vehicle and color scheme.

[illegible]



MAR 1ST - APR 3RD

WIN YOUR SHARE OF
\$75,000
 IN CASH

Cool Cash Back
 Play Poker, GROW your cash

\$200 Drawings
 Monday - Saturday | Odd Hours: 11am - 9am

\$1,000 Drawing 10am
Rollover Drawings
 Even Hours: 10am - 12am

SUNDAY
 Even Hours: 10am - 12am

plus **Guaranteed Winner at 12am**

Drawing ticket earned for every hour of play in Poker

 **HOLLYWOOD
 PARK
 CASINO**

Must be 21 years of age or older to participate. Special Casino rules may apply. See a Slot Manager for details. Promotions: 0616-38700, 0616-40393 & 0616-40394. Terms and conditions apply. Prizes are subject to change without notice. © 2016 Hollywood Park Casino

LET'S BE SOCIAL   

PLAYNPC.COM



MAR 1ST - APR 3RD

WIN YOUR SHARE OF
\$75,000

Cool Cash Back
 Play Poker, GROW Your Cash

[CLICK HERE FOR DETAILS](#)



PROMOTION | COOL CASH BACK

Print and digital material for a gaming promotion where poker players have a chance to GROW cash for their hourly play.

Lucky Lady CASINO

\$5,000

SANTA'S "BIG-O" HELPERS

MONDAY, DEC 11TH AT 2PM

WINTER KICKOFF

POKER TOURNAMENTS

NO PURCHASE NECESSARY. PLAY RESPONSIBLY. GAMING AGE 21+. CALL 1-800-368-5555

SATURDAY, DEC 9TH – SUNDAY, DEC 17TH

\$155,000 GTD

WINTER KICKOFF

POKER TOURNAMENTS

#	DATE	DAY	TIME	EVENT	GTD	BUY-IN	STARTING CHIPS
1	12/9	SAT	3PM	'TIS THE SEASON KICKOFF - NLH	\$30,000	\$250	40,000
2	12/10	SUN	1PM	HOLIDAY'S HELPING HANDS DRIVE - NLH	\$10,000	\$150	30,000
3	12/11	MON	2PM	SANTA'S "BIG-O" HELPERS	\$5,000	\$200	30,000
4	12/12	TUE	12PM	DAY 1A	WINNERS WONDERLAND \$100,000	\$225	25,000
	12/12	TUE	5PM	DAY 1B		\$225	25,000
	12/13	WED	12PM	DAY 1C		\$225	25,000
	12/13	WED	5PM	DAY 1D		\$225	25,000
	12/14	THU	12PM	DAY 1E		\$225	25,000
	12/14	THU	5PM	DAY 1F	\$225	25,000	
	12/15	FRI	12PM	DAY 1G	\$20,000 GUARANTEED FOR 1ST PLACE	\$225	25,000
	12/15	FRI	5PM	DAY 1H	1 ST ADVANCE TO DAY 2	\$225	25,000
	12/16	SAT	12PM	DAY 1I	DOUBLE SLEIGH RIDE \$25,000 FOR EACH STACK REMOVED FROM DAY 2	\$225	25,000
	12/16	SAT	5PM	DAY 1J			
	12/17	SUN	1PM	WINNERS WONDERLAND - DAY 2			
5	12/17	SUN	2PM	FINAL SLEIGH RIDE - NLH	\$10,000		

Lucky Lady CASINO

1045 W. Rosecrans Ave., Gardena, CA 90247 | (310) 352-3400 | luckydadya

NO PURCHASE NECESSARY. PLAY RESPONSIBLY. GAMING AGE 21+. CALL 1-800-368-5555

SATURDAY, DEC 9TH – SUNDAY, DEC 17TH

\$155,000 GTD

WINTER KICKOFF

POKER TOURNAMENTS

\$30K 'TIS THE SEASON, \$10K HELPING HANDS, \$5K SANTA'S "BIG O" HELPERS, \$10K FINAL SLEIGH RIDE

PLUS A

\$100,000 GTD

WINNERS WONDERLAND

NO PURCHASE NECESSARY. PLAY RESPONSIBLY. GAMING AGE 21+. CALL 1-800-368-5555

SATURDAY, DEC 9TH – SUNDAY, DEC 17TH

\$155,000 GTD

WINTER KICKOFF

POKER TOURNAMENTS

NO PURCHASE NECESSARY. PLAY RESPONSIBLY. GAMING AGE 21+. CALL 1-800-368-5555

\$155,000 GTD

WINTER KICKOFF

POKER TOURNAMENTS

WINTER KICKOFF POKER TOURNAMENTS

Started the winter season with a \$155,000 GTD poker tournament series at Lucky Lady.

All New

ENTERTAINMENT DESTINATION
IN SOUTHERN CALIFORNIA



**HOLLYWOOD
PARK
CASINO**

All New Casino NOW OPEN



LIVE MUSIC IN
RAISE
LOUNGE



3
MILES
FROM LAX
A SHORT TRIP TO THE FUN

VALET & CONVENIENT
PARKING STRUCTURE



CASUAL AMERICAN
RESTAURANT
and
SPORTS BAR



bars

CENTURY
BAR & GRILL



LET'S BE SOCIAL

   @playHPC

PLAYHPC.COM

*Elevate
YOUR GAME.*



2000 W. CENTURY BLVD.
HOLLYWOOD, CA 90028
310.338.2000



**HOLLYWOOD
PARK
CASINO**



Win a HAND



Relax in STYLE



Raise YOUR EXPECTATIONS.

CAL GAMES



POKER



DAILY POKER TOURNAMENTS
VISIT PLAYHPC.COM FOR DAILY SCHEDULE

There are 1000 guaranteed games: 1000A-100000A. SPECIAL EVENTS: MONDAY NIGHTS: 10000-100000A. TUESDAY: 10000-100000A. WEDNESDAY: 10000-100000A. THURSDAY: 10000-100000A. FRIDAY: 10000-100000A. SATURDAY: 10000-100000A. SUNDAY: 10000-100000A.

CENTURY

BAR & GRILL

CASUAL AMERICAN CUISINE WITH 24 BEERS
ON TAP. NOW OPEN FOR LUNCH, DINNER
& SUNDAY BRUNCH

Elevate YOUR NIGHT @ HPC

\$25 FREE BET

VALID ON NO BUST BLACKJACK
& ALL CAL GAMES

plus

- COMPLIMENTARY APPETIZER OR
DESSERT WITH PURCHASE OF AN
ENTREE IN CENTURY BAR & GRILL
- COMPLIMENTARY POKER
TOURNAMENT ENTRY (\$60 VALUE)
- COMPLIMENTARY VALET PARKING

PRESENT THIS VOUCHER
TO THE CONCERGE DESK FOR REDEMPTION

Offer expires December 30, 2020

Redeemable only at Hollywood Park Casino. Not valid for play on the table. For more information on this offer, please visit playhpc.com. This offer is subject to change without notice. © 2020 Hollywood Park Casino. All rights reserved. Terms and conditions apply. See back of card for details.



HPC RACK CARD

Designed a rack card for hotels near LAX to enhance brand awareness, highlighting the casino's gaming offerings and dining options. The offer included a casino night package featuring a free bet, tournament entry, and complimentary meals.

RAISE

LOUNGE

Elevate YOUR NIGHTLIFE.

LIVE MUSIC BY
NICK & JAMES | 6PM-10PM
nickandjamesmusic.com
FOOD & DRINK SPECIALS

HOLLYWOOD
PARK
CASINO

Located in the All New Casino
3883 W. CENTURY BLVD.
INGLEWOOD, CALIFORNIA 90303
310.338.2000

LET'S BE SOCIAL

Must be 21 years of age to enter the casino. Not responsible for injuries or illnesses. Gambling Problem? Call 1-800-GAMBLER. PLATNPC.COM

CENTURY

BAR & GRILL

PITBULL
PITBULL
VS
CARVALHO
BELLATOR MMA
03.13.20 \$10 SPEND
WATCH IT HERE

UPCOMING FIGHTS AT CENTURY BAR & GRILL

3:25	VERGIL ORTIZ JR.	VS	SAMUEL VARGAS	11-0 COVER
4:25	DILLIAN WHYTE	VS	ALEXANDER POVETKIN	5-10 COVER
5:2	CARLO ALVAREZ	VS	TBA	

HOLLYWOOD
PARK
CASINO

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ARGONAUT PRINT ADS

We are promoting our two venues, Raise Lounge and Century Bar & Grill, in Argonaut magazine. The campaign highlights Raise Lounge as a welcoming space for women while showcasing Century Bar & Grill as the go-to spot for men to enjoy live sports events..

CURRENT PLAYERS CARD



HPC PLAYERS CARD

Tier based card system to track players hourly play. Points are earned and can be redeemed for dining, retail and cash. I was asked to update the current rewards card to portray a more upscale design to mirror the shift in player demographic.





HPC WINE LABELS

Cabernet Sauvignon
Chardonnay





THE BIG GAME WATCH PARTY

SUN FEB 12 | 3:30PM

WATCH IT HERE
AND WIN!

Must be 21 years of age or older to participate. Not responsible for misprints or omissions. Gambling Problem? Call 1-800-GAMBLER.

DIGITAL



DIGITAL DISPLAY

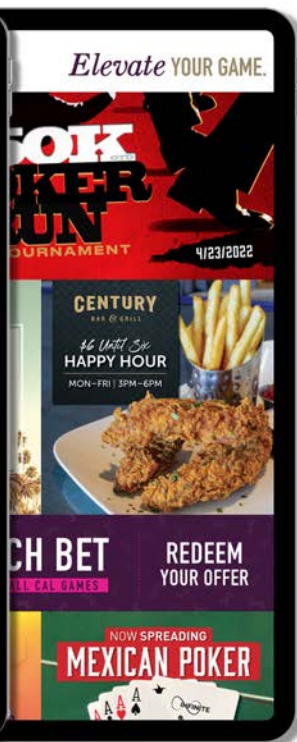
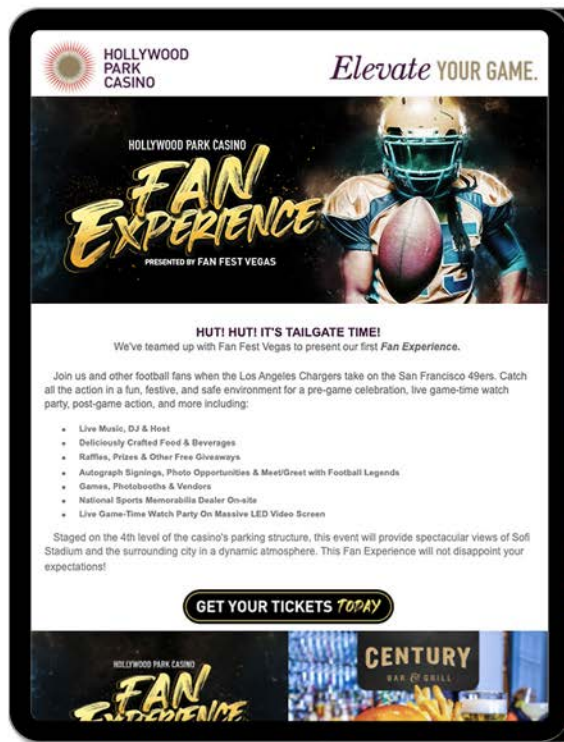
Responsible for the aesthetic development of the \$1.2 million Monument and the messaging conveyed to the public.

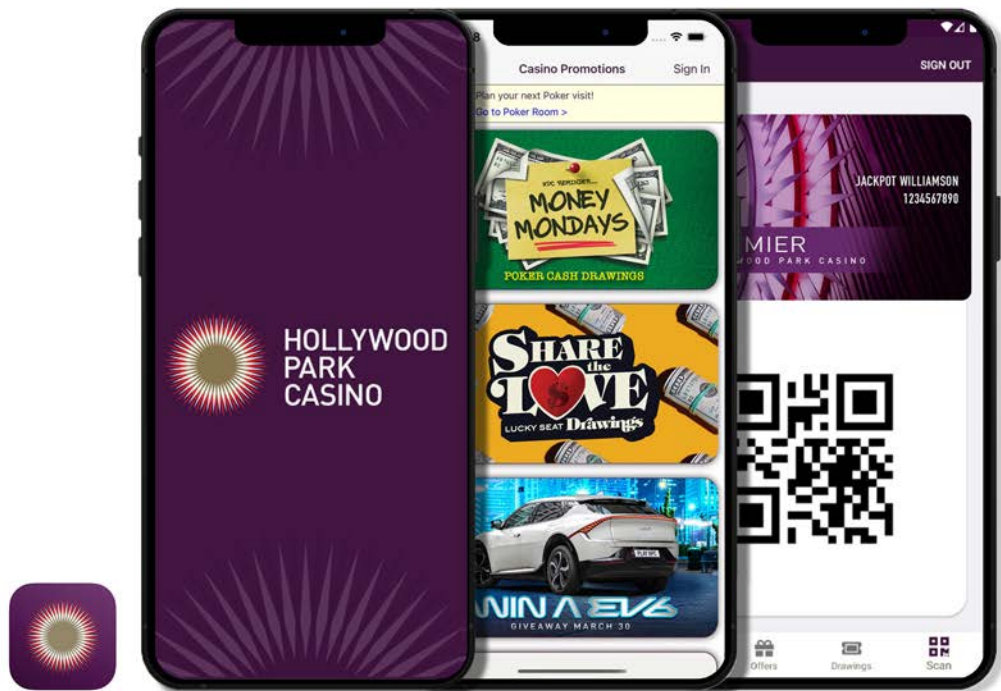




EMAIL MARKETING

Responsible for the execution of e-blast layouts and creative for junior designers to update on a monthly basis.





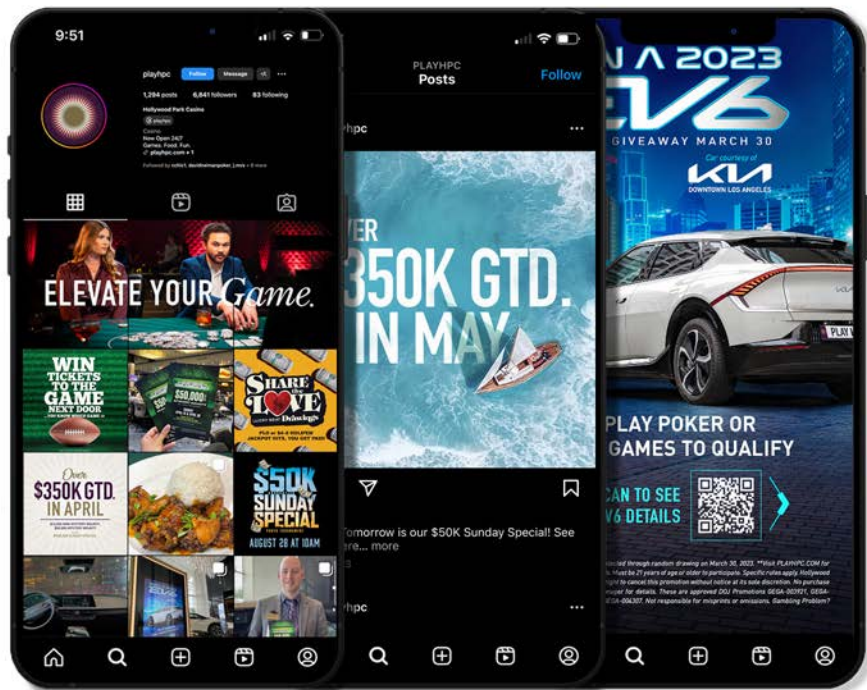
HPC REWARDS APP

Created UI elements by designing all navigational buttons and promotional graphics. Players now have the ability to track their rewards, see new promotions and carry a digital players card.



HOLLYWOOD PARK CASINO | SOCIAL

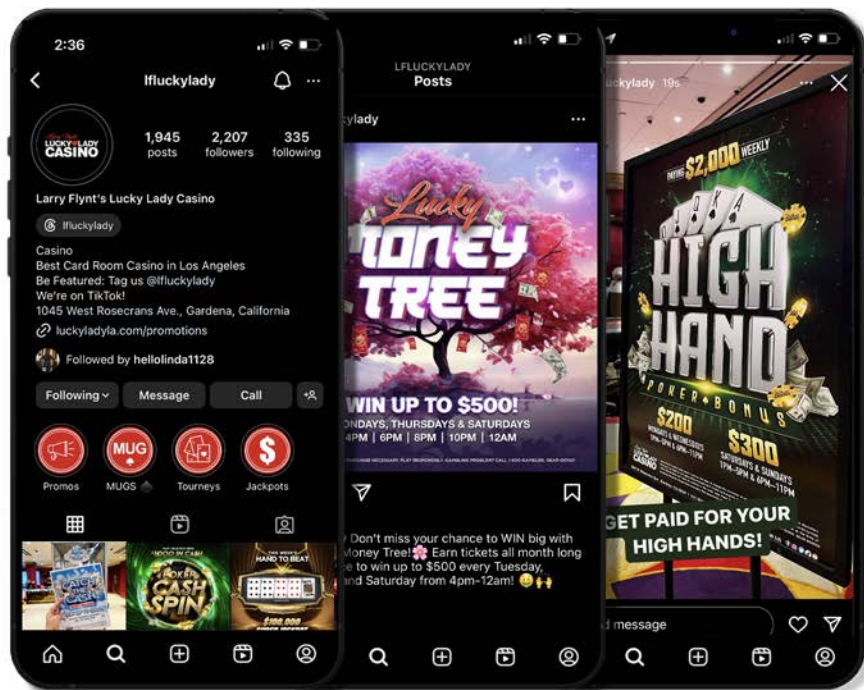
Created engaging social content to promote current events, tournaments and giveaways on Instagram.





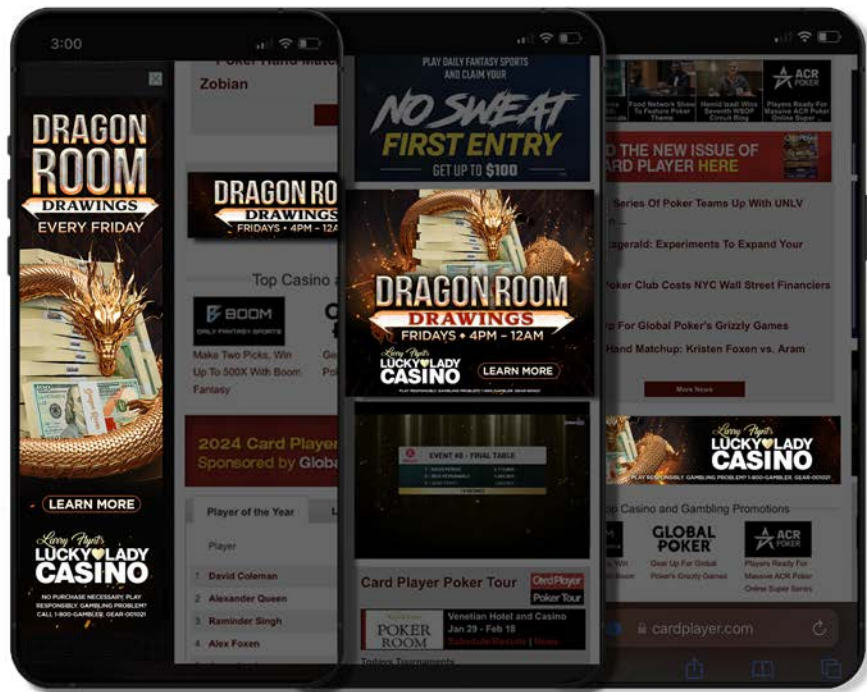
LUCKY LADY CASINO | SOCIAL

Created and published content on Instagram,
to grow an audience and build brand awareness.

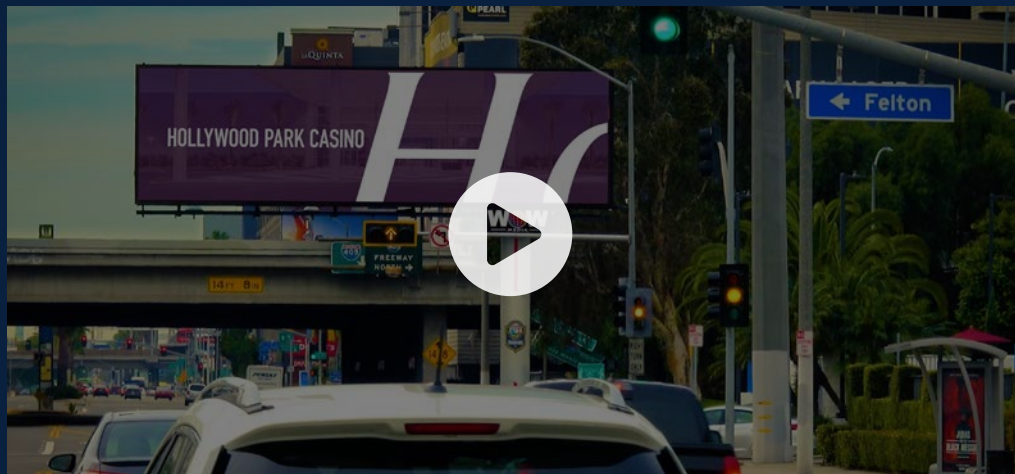




DRAGON ROOM DRAWINGS / GEOFENCE MARKETING
Created a banner campaign to target local players in the Gardena area to come play inside the high-limit gaming area.



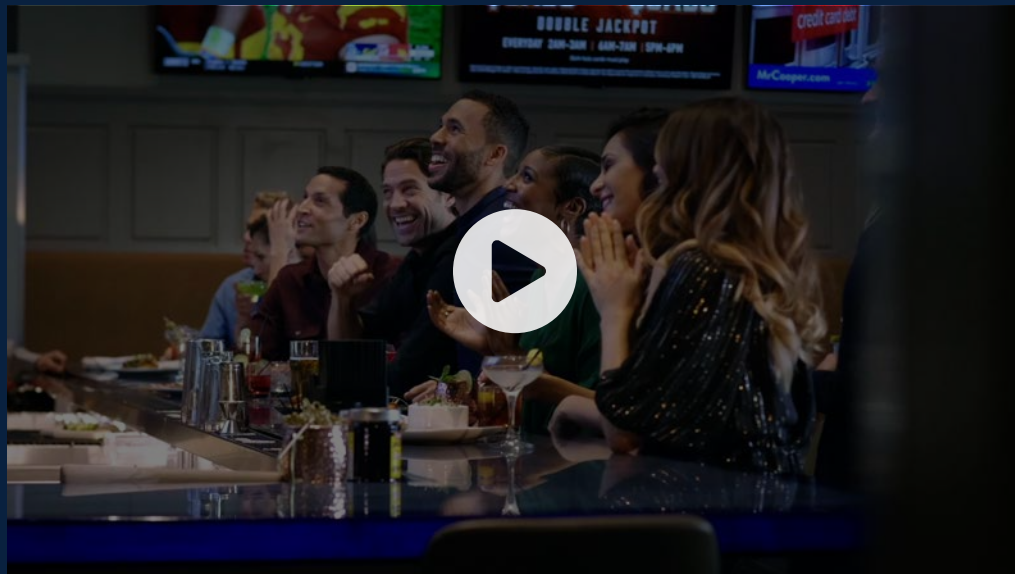
VIDEOS



HOLLYWOOD PARK CASINO / WOW BILLBOARD

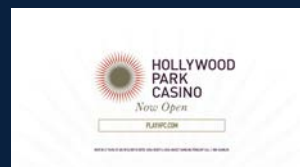
HPC is Now Open

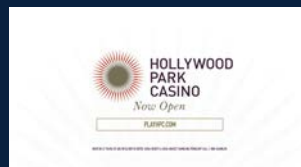
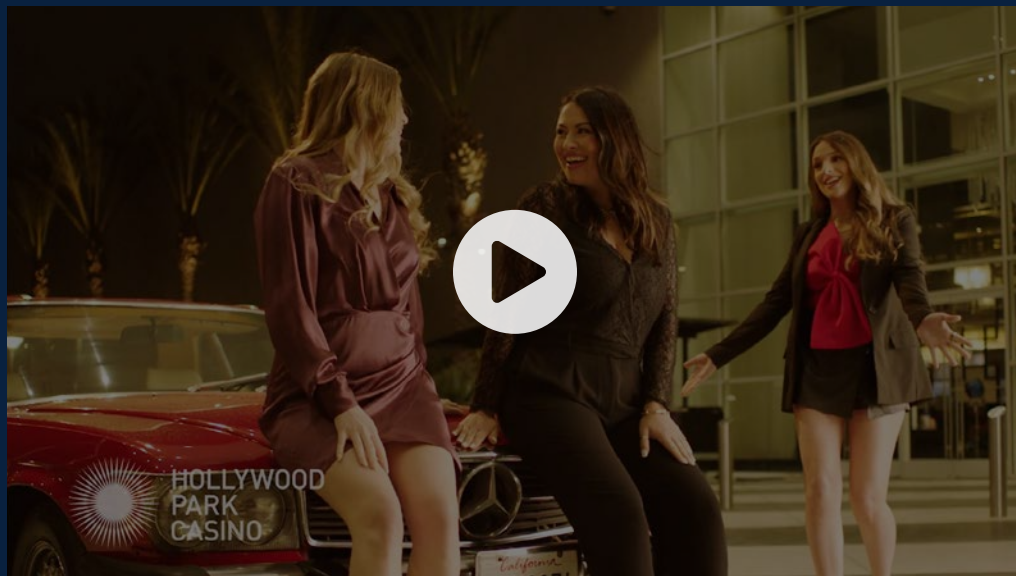
Designed and edited all graphical elements. Typography, editing and animation.



ELEVATE YOUR HAPPY HOUR / COMMERCIAL

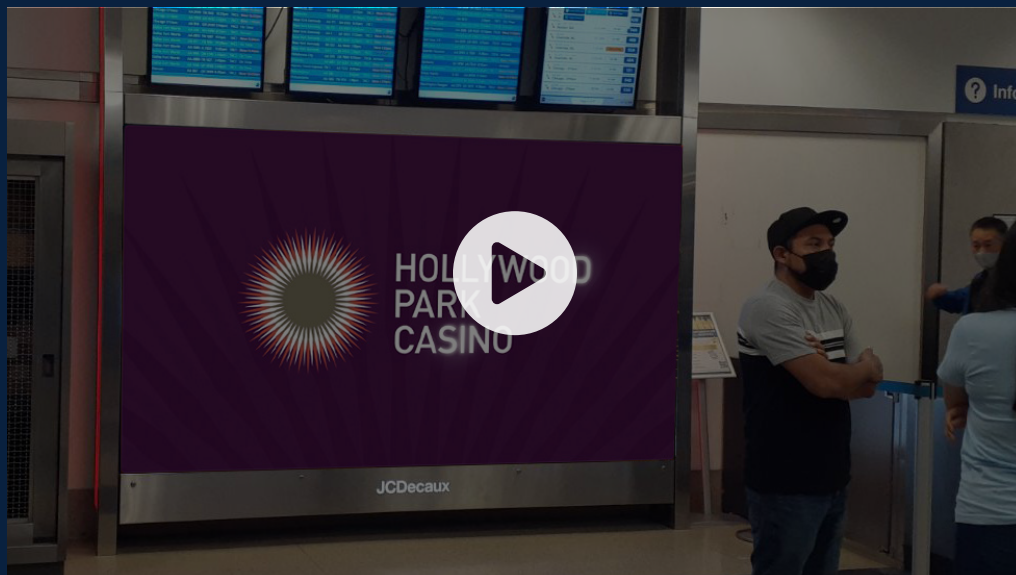
Responsible for the multimedia elements; typography, editing and animation.





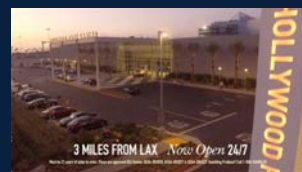
ELEVATE YOUR GAME / TV COMMERCIAL

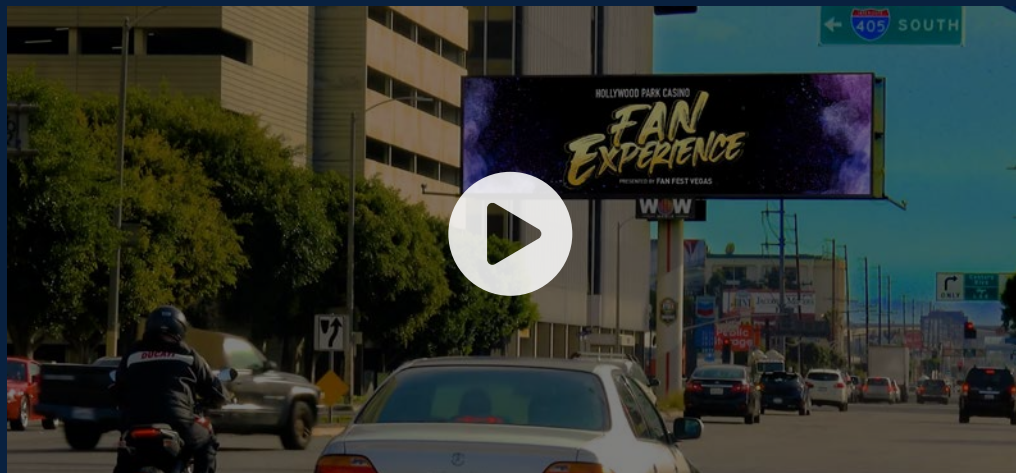
Created the introductory logo animation, closing motion graphics and TV graphic images for the commercial.



NOW PLAYING / LAX VIDEO WALL

Created a 10 second animation to highlight the games played at HPC and the short distance to the casino from LAX.





FAN EXPERIENCE / WOW BILLBOARD

Created the logo, typography and motion graphics for a tailgate event.

A man and a woman are seated at a green poker table in a dimly lit casino. The woman, on the left, has long blonde hair and is wearing a dark red blouse. The man, on the right, has dark hair and a beard, wearing a blue blazer. He is leaning forward, stacking chips. The table is covered with a green felt and has numerous poker chips, some face-up cards, and two glasses of drinks. The background is dark with red ambient lighting and a blurred figure of another person.

ELEVATE YOUR *Game.*

BRANDING



ELEVATE YOUR
Game.

HPC NOW OPEN INSIDE

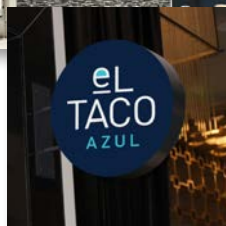
Digital branding push to announce the casino's reopening as the pandemic ended in 2021.



eL TACO AZUL

DINING | TACO AZUL

Provided creative rebrand direction for the grab n' go concession stand inside HPC. Managed the logo, color palette, menu, marketing campaign and signage creation.





OFFICIAL INVITATION

PLAYER APPRECIATION
GOLF TOURNAMENT



BLACK GOLD GOLF CLUB
Friday, June 10, 2022

9AM	Registration Open
9:30AM	Breakfast
	Driving Range Open
10:45AM	Shotgun Start
4PM	Cocktail Reception
5PM	Dinner & Awards

RSVP

mcanchoa@hpcinc.com	jdelacruz@hpcinc.com
310.803.2239	424.789.6176

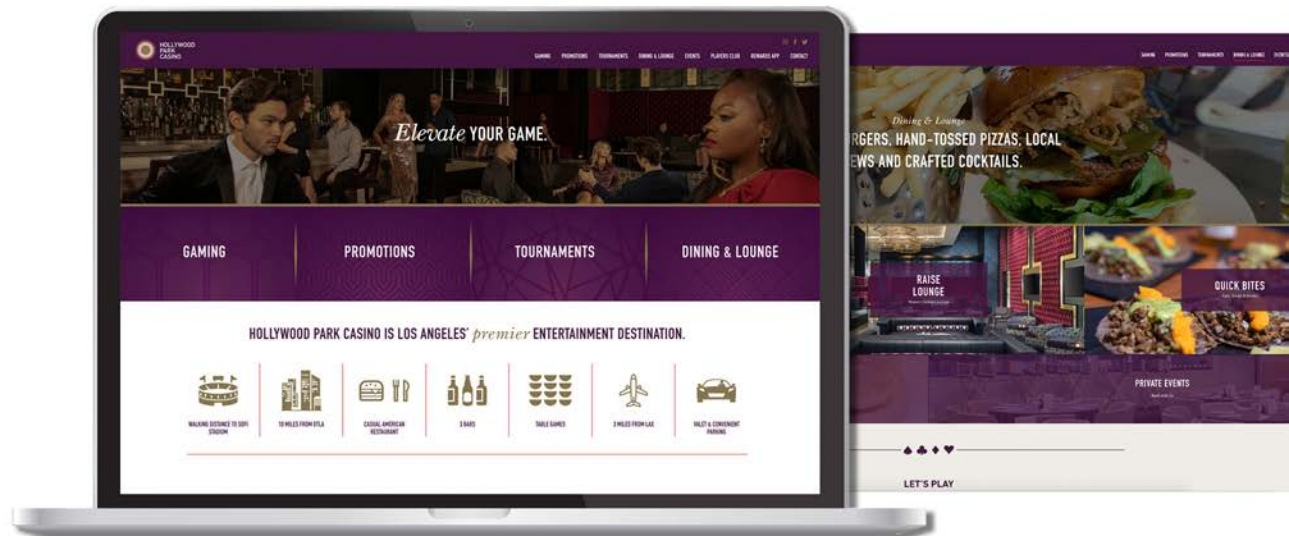
HOLLYWOOD PARK CASINO



SPECIAL EVENT | KING OF THE COURSE

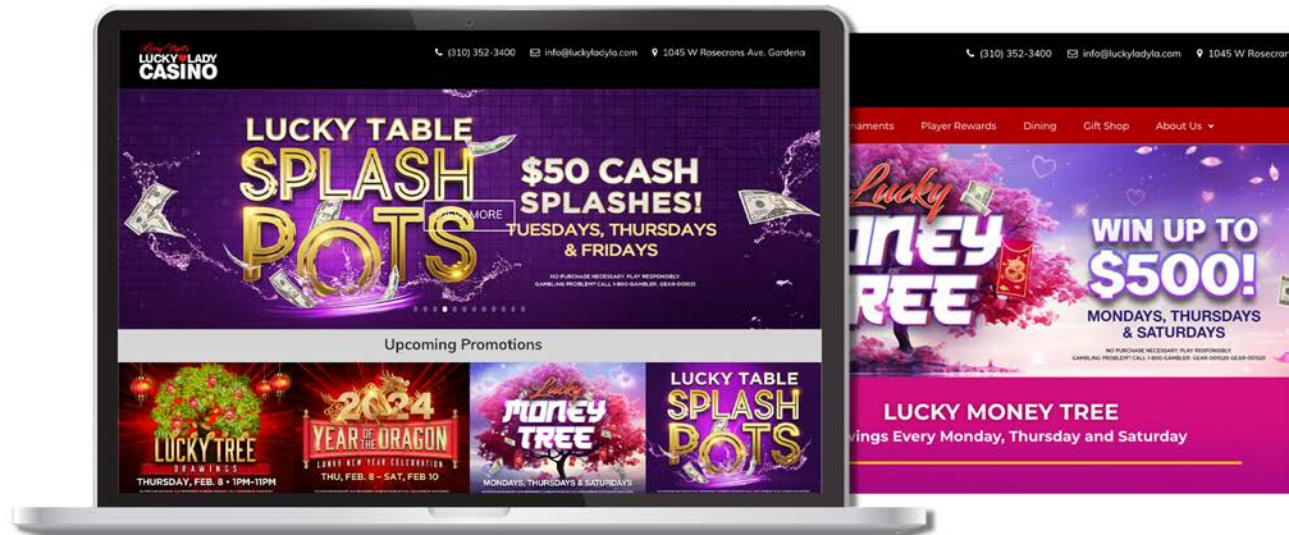
Managed the creation of comprehensive collateral for the annual golf tournament, including logos, color palette, invitations, feather flags, canopy, and diverse signage elements.

WEBSITES



HOLLYWOOD PARK CASINO

Created landing pages, logos, content and creative for upcoming promotions, events and tournaments. Maintained quality control and optimization.



LUCKY LADY CASINO

Designed all website assets; landing pages, icons, and creative. Maintained quality control and optimization.

dani lemus

GRAPHIC DESIGNER