

## EDUCATION

[Grand Valley State University – Allendale, Michigan](#) | 08/02–04/06  
NASAD Accredited Art and Design Program  
Bachelor of Fine Arts, Emphasis in Graphic Design

[Western Michigan University – Kalamazoo, Michigan](#) | 09/01–05/02  
Computer Science Major

## EXPERIENCE

[Fusionary Media – Grand Rapids, Michigan](#) | 05/02–Present

Creative Lead

Responsible for creation, management and direction of various pieces including interactive design, websites, user interfaces and print, from initial concept to completion.

Select work from Fusionary:

Arcadia Bluffs > [arcadiabluffs.com](#)

Denali Moosetracks > [moosetracks.com](#)

Frederik Meijer Gardens > [meijergardens.org](#)

Fusionary Media > [fusionary.com](#)

Girl Scouts of America–Girls Rock > [girlscoutsrock.org](#)

Grand Rapids Community College > [grcc.edu](#)

Healing Our Waters > [healingourwaters.org](#)

Herman Miller > internal interactive training tool

Insignia Homes > [insigniahomes.us](#)

KBH Homes > [kbhhomes.com](#)

Lumichron > [lumichron.com](#)

Macatawa Bank > [macatawabank.com](#), [moolah.com](#)

Maple Island Log Homes > [mapleisland.com](#)

North Branch Outing Club > [fullersnboc.com](#)

Rails Day 2006 > [railsday2006.com](#)

Steelcase > [store.steelcase.com](#)

VanAndel Research Institute > [vai.org](#)

Yes.com > [yes.com](#)

White Pine Montessori > [wpine.org](#)

## Daniel J. Tobolic

 5675 Countryview Dr  
Allendale, MI 49401

 616-334-4400

 [dan@tobolic.com](mailto:dan@tobolic.com)

 [www.tobolic.com](http://www.tobolic.com)

[ST Concepts Software Development – Grand Rapids, Michigan](#) | 05/01–05/02

Established identity by producing logo, letterhead, brochures, signage, and website. Worked in-house after establishing identity on their flagship system's graphical user interface.

Freelance

Byron Skate Park > Designed logo | 7/06

Byron Farmers' Market > Designed logo | 3/06

Anheuser Busch > Billboard concepts for Bud Light's "Always Worth It" campaign | 2/06

JDC Marketing > Redesigned website > [www.jdcmrktg.com](#) | 12/05

Lowlight Rock > Designed identity, merchandise and website for band | 04/05

Americans In Motion > Designed logo for national coalition for weight loss | 01/04

## TECHNICAL SKILLS

Adobe > Illustrator, InDesign, Photoshop, ImageReady

Macromedia > Dreamweaver, Fireworks, Flash

Microsoft > Office Suite

## AWARDS & RECOGNITION

Publication

"Innovative Promotions That Work: A Quick Guide to the Essentials of Effective Design" – Lisa L. Cyr  
Features full-spread of work done on Fusionary's Winteractive 2004 Coaster | 01/06

West Michigan Addy Awards

"Best of Show" for "New Pornographers - Metro Concert Poster" ("Silver Addy" in statewide) | 01/06

"Silver Addy" for "Kill Hannah - Metro Concert Poster" | 01/06

"Best of Show" for [www.mapleisland.com](#) | 01/06

"Judge's Choice" for Fusionary Winteractive 2004 Coaster | 01/05

"Gold Addy" for Fusionary Winteractive Game, "Pixelated" | 01/04

"Silver Addy" for [www.fusionary.com](#) | 01/04

Great Lakes Interactive Media Association (GLIMA) Awards | 08/04

"Most Innovative website" for [www.arcadiabluffs.com](#)

"Best User-Friendly website" for [www.arcadiabluffs.com](#)

"Best Commerce website" for [www.simplifiedine.com](#)

## REFERENCES

Andy VanSolkema > Visualhero Design > 616 890 2701

Dan Marcus > Tribal DDB Chicago > 616 318 2368

Ryan Masuga > Masuga Design > 616 581 8662