

BRYCE LOFCHIE

GRAPHIC DESIGNER

Award-winning graphic designer creating innovative solutions for the music and live event industries.

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PROFILE

9+ years of experience in the creative field

Consistent, dependable, and accurate in carrying out responsibilities to a successful conclusion

Take charge to seize new opportunities

Adaptive & quick learner

Successful working with a team or independently

Excel operating collectively and collaboratively

Effectively build and lead creative teams through clear direction, communication, and high morale

Passionate about working in the music and live event industries

Creative & technical field experience

TECHNICAL SKILLS

Adobe Creative Suite

Photoshop, After Effects, Premiere, Illustrator, InDesign, XD, Dimension, Acrobat

Web Design & Development

WordPress, HTML, CSS

Videography & Photography

CAD Design

Microsoft & Google Suite

Mac & Windows OS Proficient

Music Production & DJ

EDUCATION

2017 - 2019

Columbia College Chicago
BA - Graphic Design

2014 - 2017

University of Illinois, Chicago
Industrial Engineering

EXPERIENCE

Freelance Graphic Designer

2014 - Present

Offer full creative services including Graphic Design, Video Editing & Animation, Web Design, Art Direction, and CAD Design with managing projects, building creative teams, and developing creative work while working within timeline and budget.

Designer of marketing materials, music packaging, merchandise, and branding materials for companies including Warner Music Group, Sony Music, Def Jam, and Platinum recording artists including Juice WRLD, Moneybagg Yo, Lil Peep, NLE Choppa, and more.

Completed 450+ projects with work featured in popular publications including Complex, XXL, Hypbeast, New York Times, New York Magazine, and Cosmopolitan.

The Summer Smash Music Festival

March 2018 - Present

Graphic Designer

The Summer Smash Music Festival is the biggest independent hip-hop festival in the world. It's an annual 3-day music festival held in Chicago, IL hosting more than 70 performing artists and 35,000+ daily attendees.

Responsible for leading the design team to create all visuals for the festival including, but not limited to marketing materials, site map, signage, credentials, stage graphics, and billboard.

Collaborate closely with the marketing, sponsor, vendor, production, and safety teams to align diverse expectations to achieve design solutions that are mutually successful for all stakeholders.

AER & SPR Body

Feb 2019 - Present

Graphic Designer, Video Editor, Motion Graphics

AER is a global technology company committed to creating smart, innovative, battery-operated products. SPR Body focuses on the development and sales of high-quality nutritional supplements. Projects are managed simultaneously for these two individual companies.

Responsible for creating static, animated, and video assets for ads, social media, newsletters, SMS, and Amazon:

- Work closely with the marketing team to create and edit ads for optimal performance across various channels.
- Helped successfully execute AER's Kickstarter & Indiegogo campaigns, helping exceed the funding goal by 800%, generating \$300,000+ by backers.
- Assisted with collaborations with celebrities and influencers including Kylie Jenner, Jen Widerstrom, Gunnar Peterson, and others.
- Edited testimonial videos to successfully launch the Total Body Transformation Challenge, reaching the maximum capacity of 150 people, and starting a wait list of 100+ people.

UnitedMasters

Feb 2019 - Jan 2020

Graphic Designer (Freelance)

Graphic Designer for recording artist NLE Choppa:

- Collaborated with marketing department to evaluate work and develop artist's brand.
- Designed cover art for all Singles including Platinum/Gold certified "Shotta Flow 2" and "Capo", "Free Youngboy", "I Don't Need No Help Remix", "Shotta Flow Remix", and "Blocc is Hot".
- Created Shotta Flow merchandise including basketball uniforms, shirts, bandannas, and more.

Hot Topic & Lil Peep

Aug 2018 - Jan 2019

Graphic Designer (Freelance)

Awarded best merchandise design for Lil Peep, chosen from 2,500+ entries:

- Hot Topic's #76th best-selling shirt out of their entire 25,000+ piece collection within just 6 months of its release. Sold out online and in over 600 retail stores within a week.
- Acknowledged in The New York Times & New York Magazine's The Cut.