

ROYCE BANUELOS

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RoyceBanuelos@gmail.com | Portfolio: <https://www.roycebanuelos.com/digital-illustration>

SKILLS & ABILITIES

- 15+ years as a graphic designer and creative director working in publishing and entertainment industries with a focus on print/press media in both DTC and B2B companies.

EXPERIENCE

Marketing – SLG Lighting

Nov. 2021 – Current

Houston, TX.

- Design/layout print and digital media: Price guides, catalogs, sales sheets, business cards, etc.
- Social media campaigns/posts: Highlight new products and company updates.
- B2B Marketing campaigns including using HubSpot to track tradeshow leads, email blasts, and product launches. Increased sales by 19% from previous year without my marketing campaigns.

Senior Graphic Designer – Imprint.com/Net Brands

Aug. 2020 – Nov. 2021

Houston, TX

- Design/layout print and digital media: Promotional items for various clients.
- Press and Pre-Press work: Color corrections, technical artifact issues, printing errors, driver updates, substrate alignment correction, and more.
- Quality assurance: Saved an average of \$10,000 a month on corrections/returns from the previous track record for the company.

Art Director – ColoringBook.com

Feb. 2014 – April 2020

St. Louis, MO

- Project Lead: Children entertainment programs for Dallas Stars (NHL team), 7S Management (The Estate of John Denver), Hilton (Hilton Kids Program), US Department of State, and more.
- Creative Lead: Managed a team of 4 creatives and 2 inside sales people – responsible for daily tasks, writing reports, hiring, firing, and raises.
- Sales/Account Management: Raised net profits +\$250,000/year and managed accounts for 100+ clients.

EDUCATION

Art Institute of Houston – Houston, TX – BFA - 2008

- Media Arts and Animation: I studied under Simpson's Artist Michael Henderson for story boarding, writing, and 2D animation. Film/3D animation/acting under Wade Moore.
- Cartoon Calamity: I created an independent animation club and directed/produced shorts that were featured in the Houston Film Society (2006) and Kalamazoo International Film Festival (2007)

INTEREST

- I practice Brazilian Jui Jitsu, ride my bike, read, and juggle.

B2B marketing - brand identity

Inside Spreads - 20 pg catalog

Front



LED Luminaires
2022 Stock Guide



Back



Sales: 715-269-5801 or sales@slg.com
 B.O. Sports Lighting: 803-427-0525 or charlie@bosl.com
 Marketing: Marketing@slg.com



ARCHITECTURAL **HIGH BAY**

SALNI
LED Commercial Light Fixture

TL G2
LED Light Fixture

HCL
LED Commercial Light Fixture




STRIP & VAPOR TIGHT **DOWNLIGHT**

TSS
LED Commercial Light Fixture

VTC
LED Light Fixture

DE SERIES
LED Commercial Downlights

DEC
LED Commercial Downlight

DEP
LED Commercial Downlight



FLOOD LIGHT **FLOOD LIGHT**

FSS
LED Flood Light

FDC
LED Flood Light

FFW
LED Flood Light - New Series

FFC
LED Flood Light - Performance Series



Sales Sheets - brand identity

ALW G1
LED Area Light - Wave Series
First Generation

FC, CE, RoHS, ENEC

Front

SLG LIGHTING

ALW MEDIUM
300-277 V or 347-480 V

LUMENS: 10,000 - 24,000 lm
300 - 300 W
CCT: 4000K - 16000K

ALW LARGE
300-277 V or 347-480 V

LUMENS: 30,000 - 50,000 lm
300 - 300 W
CCT: 4000K - 16000K

100% available for special order - see website.

Mounting Options

ALW-M1, ALW-M2, ALW-M3, ALW-M4, ALW-M5

Finish Options

SLG-5000, SLG-5001, SLG-5002

HE G2
LED Linear High Bay
Second Generation

FC, CE, RoHS, ENEC

Front

SLG LIGHTING

OVERVIEW

HE T4P
300-277 V or 347-480 V

LUMENS: 10,000 - 15,000 lm
300 - 300 W
CCT: 4000K - 16000K

HE T4X
300-277 V or 347-480 V

LUMENS: 24,000 - 30,000 lm
300 - 300 W
CCT: 4000K - 16000K

EQUIVALENCE

HE T4P	LUMENS	POWER (W)	HEIGHT (ft)	Beam Spread
HE T4P	10,000	170W PHL, 4-lamp T8 HST, 2-lamp T5WD	10' - 20'	10' - 20'
HE T4P	15,000	250W PHL, 6-lamp T8 HST, 4-lamp T5WD	10' - 20'	10' - 20'
HE T4X	24,000	430W PHL, 6-lamp T8 HST	30' - 35'	30' - 35'
HE T4X	30,000	570W PHL, 10-lamp T8 HST	30' - 50'	30' - 50'
HE T4X	30,000	700W PHL, 8-lamp T5WD	30' - 50'	30' - 50'
HE T4X	45,000	870W PHL, 10-lamp T5WD	30' - 50'	30' - 50'
HE T4X	60,000	1000W PHL	30' - 50'	30' - 50'

Wireless Controls

Advanced Wireless Control

avi-on

TSS
LED Industrial Selectable Strip
Contractor Series

FC, CE, RoHS, ENEC, UL, IEC, VDE, CCC, SAA, BSMI, PSE, KC, CB, ENEC

Front

SLG LIGHTING

OVERVIEW

TSS 4 SELECTABLE STRIP
300-277 V

Selectable LUMENS: 4000 - 10,000 lm
30 - 100 W
Selectable CCT: 4000K - 16000K

TSS 4 PRO
300-277 V

LUMENS: 4000 - 10,000 lm
30 - 100 W
CCT: 4000K - 16000K

TSS 8 SELECTABLE STRIP
300-277 V

Selectable LUMENS: 8000 - 20,000 lm
60 - 200 W
Selectable CCT: 4000K - 16000K

TSS 8 PRO
300-277 V

LUMENS: 8000 - 20,000 lm
60 - 200 W
CCT: 4000K - 16000K

Design Features

Selectable Switches: 4000K, 5000K, 6000K, 7000K, 8000K, 9000K, 10000K, 12000K, 14000K, 16000K

One-Place Low/220-Module: 1000W, 1500W, 2000W, 2500W, 3000W, 3500W, 4000W, 4500W, 5000W, 5500W, 6000W, 6500W, 7000W, 7500W, 8000W, 8500W, 9000W, 9500W, 10000W

Emergency Backup Kit: 1000W, 1500W, 2000W, 2500W, 3000W, 3500W, 4000W, 4500W, 5000W, 5500W, 6000W, 6500W, 7000W, 7500W, 8000W, 8500W, 9000W, 9500W, 10000W

Easy Accessibility: 1000W, 1500W, 2000W, 2500W, 3000W, 3500W, 4000W, 4500W, 5000W, 5500W, 6000W, 6500W, 7000W, 7500W, 8000W, 8500W, 9000W, 9500W, 10000W

EL UNV-10W

Inside Spreads

Company Newsletter and Social Media Posts - brand identity

Brighter Things

SLG Lighting Company Newsletter

October 2022



Your experience matters.

DALLAS TO L.A. - SLG IS ALWAYS MOVING

SLG Lighting is committed to the industry and spent September at several trade shows actively proving off our new booth setup and selectable products. From Dallas, TX, to Los Angeles, CA, to Rochester, NY our service crew were on hand to network, see old friends and meet new ones.

ARCH LIGHT Summit proved to be a networking opportunity as it wasn't the most attended show. We met with a few of our distributors, saw great live music lighting and LightNOW, vinyl, DL, and more. Our TSS and HFL series got the most attention and we saw many people happily taking home our branded laptop bags.

LIGHT SPAC WEST was a return to form, as the show was buzzing with people. We were there with our rig Forum and Add-onites who kept our booth busy. Our new selectable flood lights and selectable wall packs were stars on the crowded show floor.

Follow SLG on LinkedIn to stay informed of our events schedule and stop by our booth at the next show!



SLG New Product Alert

TSS LED Industrial Strip Contractor Series

- 4' and 8' lengths
- Budget friendly
- 70% faster installation
- High SKU/SAVER rating



JUST HIT OUR WAREHOUSE!!!



SKU SAVER RATING 18

The TSS series replaces similar static luminaires.

Ordering Information

Luminaire	Length	Lumens	Dim	Voltage	SKU	Year
TSS	4'	20,140lm	0/1	120VAC	TSS-4-120V	2022
TSS	8'	40,280lm	0/1	120VAC	TSS-8-120V	2022
TSS	4'	20,140lm	0/1	277VAC	TSS-4-277V	2022
TSS	8'	40,280lm	0/1	277VAC	TSS-8-277V	2022

Understanding the SKU Saver Rating What's a good SKU Saver Rating?

SLG Luminaire Highlight

WMC Select LED Wall Pack - Contractor Series

Build construction, stands for your design, and budget friendly. This LED wall pack is a great stocking solution featuring four selectable colors and CCT outputs with a pre-installed, low-voltage photocell.

Ordering Information

Color	Temp	Beam	SKU
Blue	4000K	120°	WMC-4000-120-Blue
Blue	5000K	120°	WMC-5000-120-Blue
Blue	6000K	120°	WMC-6000-120-Blue
Blue	7000K	120°	WMC-7000-120-Blue
Blue	8000K	120°	WMC-8000-120-Blue
Blue	9000K	120°	WMC-9000-120-Blue
Blue	10000K	120°	WMC-10000-120-Blue
Blue	4000K	60°	WMC-4000-60-Blue
Blue	5000K	60°	WMC-5000-60-Blue
Blue	6000K	60°	WMC-6000-60-Blue
Blue	7000K	60°	WMC-7000-60-Blue
Blue	8000K	60°	WMC-8000-60-Blue
Blue	9000K	60°	WMC-9000-60-Blue
Blue	10000K	60°	WMC-10000-60-Blue

SKU SAVER RATING 24 The WMC Select series replaces similar static luminaires.



SLG EMPLOYEE SPOTLIGHT



Terri Wang - Product Manager
 Employed at SLG: 7th year (September this year!)
 Favorite food: "Sushi with Salmon"
 Favorite vacation: "Camping at Big Bend National Park"
 Favorite movie: "Henry Potter"
 Kids: "I have 2, a 13-year-old boy who loves basketball and video games and an 8-year-old girl who loves basketball and 3D Art."

DID YOU KNOW...

SLG Lighting is an ISO 9001 and an ISO 14001 certified company. We are proud to have our ISO 9001 and ISO 14001 certificates on file with the state of Texas and the state of California.



LinkedIn



Inside Spreads

SLG Lighting®
 Your experience matters.
 Appliances, Electrical, and Electronics Manufacturing - Staff

Qian & 6 other connections work here - 20

Following Invite More

TR G2 LED Surface Wraparound

AX80 / 5,000 Lumens
 3000K - 5000K CCT
 Newly DLC's Listed

HE G2 LED Linear High Bay

12,200 - 48,500 Lumens
 4000K/5000K

SLG SNEAK PEAK!

SLG's latest sneak peek of one of our new products set to release soon! All information is subject to change and is for promotional/marketing purposes only. Ask your local SLG Lighting rep for any updates!

HFO Select LED Selectable Round High Bay

- Marketable lumen range
- Popular CCT range
- Budget friendly
- Solution based SKU Saver Rating

LUMENS: Selectable 13,000 Lm - 31,000 Lm
 CCT: Selectable 4000K - 5000K
 ETA: Late October - November 2022



SKU SAVER RATING 8 The HFO Select series replaces similar static luminaires.

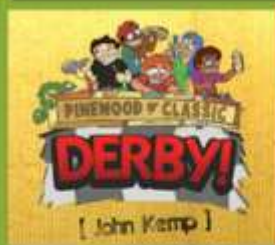
Your experience matters.
SLG LIGHTING
 10000 Cash Road, Suite #100, Houston, TX 77037 | www.slg.com



A Card Game to enjoy with a cuppa' hot cocoa!



PRODUCT DEVELOPMENT
design - marketing - advertising



REBRANDING

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