

Cesar Rubin

DESIGN DIRECTOR / SENIOR ART DIRECTOR

New York

As a communications and design professional, my specialty is the management and offering of visionary insight on concept development, strategy, and execution of projects. In so doing, it is ensured that the final product meets the strategic communications objectives in keeping with quality expectations and standards of excellence. I consistently articulate the key essentials of the creative direction by adhering to a defined user-centric and brand conscious “process” that is adaptable to all manner of business and creative pursuits.

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Focusing on the array of areas our industry has developed and pioneered, I've been able to fashion myself to work in a multidisciplinary environment that emphasizes a user-centric and brand conscious approach in the delivery of effective and engaging design solutions.

Specializations Communications Design, Identity/Brand Development, Events, Interactive and multimedia disciplines. I'm equally adept at creating user experiences in both print and web media.

Industries Automotive, Electronics, Financial Services, Non-Profits, Educational, Publishing and Entertainment

Experience

Creative Supervisor/Senior Art Director

New York, NY
Jun - Present

Mccann Worldgroup Retail

- Responsible for all Small Business POP within Verizon Wireless Retail Stores.
- Develop creative concepts for proposals, new business and pitch work.
- Oversee development and production of multiple projects through all stages from concept to delivery.
- Concept development & implementation of designs for print and on-line projects.
- Art Direction of various photoshoots.

Client: Verizon Wireless

Senior Designer

New York, NY
Jun 2007 - Jun 2008

Inc Design

- Concept development & implementation of designs for print and on-line projects.
- Develop creative concepts for proposals, new business and pitch work.
- Oversee development and production of multiple projects through all stages from concept to delivery.

Clients: HESS Corporation, Nova Chemicals, W. R. Berkley Corporation, ISE, Endurance Specialty Holdings Ltd.

Design Director

Englewood, NJ
Jun 2002 - Jun 2007

Ritta & Associates

- Responsible for branding and development of all Samsung Electronics America projects.
- Concept development & implementation of designs for print and on-line projects.
- Develop creative concepts for proposals, new business and pitch work.
- Responsible for client presentations.
- Direct and guide designers and freelancers.
- Program and produce online projects using various programs.
- Production of interface design and information architecture.

Clients: BMW of North America, Samsung Electronics America, Hertz, Rider Insurance

Freelance Art Director

Morristown, NJ
Mar 2001 - Jun 2001

Coyne Communications

- Responsible for design and layout of on-line marketing materials.
- Program and produce online projects using Flash.
- Production of interface design and information architecture.

Client: AT&T

Freelance Graphic Designer

New York, NY
Sep 2000 - Nov 2000

MTV Networks

Clients: All subsidiaries of MTV Networks

Graphic Designer

Jersey City, NJ
Sep 1999 - Feb 2001

DMA Design

Clients: The New York Stock Exchange, Pershing, Trans
World Marketing

Education

BFA in Visual Communication with emphasis in
Graphic Design

Union, NJ
1995 - 1999

Kean University

Misc

Fluent in Spanish

Skills

Proficient in both Mac and PC platforms

Programming: HTML, CSS, JavaScript, XML

Software: Photoshop, Illustrator, QuarkXPress, InDesign,
Macromedia Dreamweaver, Flash

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