

jane rubin

# jane rubin

**Portfolio:** <http://janerubin.pro/>

**References:** [http://janerubin.pro/JaneRubin\\_Corporate\\_References.pdf](http://janerubin.pro/JaneRubin_Corporate_References.pdf)

**Contact Information:** TEL 917-539-0899 | [jane@janerubin.pro](mailto:jane@janerubin.pro) | New York City

## SUMMARY

Creative Director, Visual and Multimedia Designer, and Professional Fine Artist with excellent conceptual, design, communication and writing skills across digital, print, and experiential; specialized in the global trading world; passed NFA Series 3 and 30; in *excellent professional and character references from employers and clients*

---

## PROFESSIONAL EXPERIENCE

**TOTALVIEW GLOBAL, New York City, NY** **2001 – Present**  
**Self-Owned Advertising, Branding and Design Agency, Specialized in the Global Trading, Investment and Financial Technology Arenas**  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Clients consistently profited; referred new business; awarded long-term retainer contracts
- Creative Direction, Design and Writing of integrated advertising, branding and design
- Team Supervision, Project Management and reporting to Company Owners/CEOs
- Specialized in Global Trading & Investment Arena: Passed NFA Series 3 and 30 Exams

**SELF-EMPLOYED PROFESSIONAL FINE ARTIST** **(May 2017 – Present)**  
**Painter and Multimedia Fine Artist**

**GREAT LAKES TRADING COMPANY, Warsaw, IN (remote)** **(January 2016 – April 2017)**  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Brand Identity: Concepts and Design
- Corporate Website: Concepts, Visual and Interaction Design, Development and Content
- Cross-platform promotion of subscription software providing data to farmers engaged in hedging

**IBM, New York, NY** **(December 2015 – January 2016)**  
**Creative Director, Multimedia and Visual Designer**

- Multimedia Presentations for “America Deals” Pitches to Pfizer and Google
- Pitch Decks: Concepts, Multimedia Design, Visual Design and Execution
- Infographics: Concepts, Design and Execution
- Software Expertise: Microsoft PowerPoint, Photoshop, Illustrator

**FUTUREPATH TRADING LLC, Chicago, IL (remote)** **(December 2015 – May 2016)**  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Corporate Website: Concepts, Visual and Interaction Design, Development and Content
- Site to generate leads, clients, for brokerage and for PhotonTrader, proprietary futures trading platform
- Software Expertise: Photoshop; Illustrator; Dreamweaver; Flash; PowerPoint; Video Editing

**AGRICULTURAL YOUTH LEARNING FOUNDATION, York, PA (remote)** (April 2015 – September 2015)  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Brand Identity: Concepts and Design
- Foundation Website: Concepts, Visual and Interaction Design, Development and Content
- Foundation Store: Concepts and Design of store and branded items
- Software Expertise: Photoshop; Illustrator; Dreamweaver

**SWEET FUTURES LLC, Chicago, IL (remote)** (October 2014 – November 2014)  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Corporate Website: Concepts, Visual and Interaction Design, Development and Content
- Site to generate leads, clients, for brokerage and trading platforms offered by Sweet Futures

**SUBCONSCIOUS TRAINING CORPORATION, Parkland, FL (remote)** (October 2010 – February 2012)  
**Creative Director, Stage Director, Lead Visual and Interactive Designer, Performer, Copywriter**

- E-Commerce Website: Concepts, Visual and Interaction Design, Development and Content
- CMS: Direction, Design and Supervision of back-end coding in PHP
- Specialty Branded Items: Concepts and Design
- Live Event promoting Mental Training for Traders: Creative and Stage Direction, Original Script, Set Design, Costume Design, On-Stage Performance, Email, Social Media Promotions, Miami, May 1-3, 2011
- Software and Traditional Art Expertise: Photoshop; Illustrator; Dreamweaver; Flash; Painting; Drawing

**FRANKLIN GLOBAL CAPITAL LLC (FGC), Plymouth, MI (remote)** (February 2010 – September 2010)  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- FGC immediately won an exponential increase in brand awareness, incoming leads, and industry partnerships, following launch of new branding and site
- Creative Direction and Design of Corporate Identity
- Creative Direction, Design and Development of Company Website
- Creative Direction and Design of Social Media Pages
- Content Writing for Website, Brand Identity and Social Media
- Software Expertise: Photoshop; Illustrator; Dreamweaver

**DTI TRADER INCORPORATED, Mobile, AL (remote)** (March 2007 – November 2014)  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Sole Creative Director and Designer, 2007 – 2010; due to time constraints, consultant after 2010
- DTI rapidly gained top organic search rankings and phenomenal growth of its profit margin and company size, expanding its team, product and service offerings, and global exposure
- E-Commerce Website: Concepts, Visual and Interaction Design, Development and Content
- CMS: Direction, Design and Supervision of back-end coding in ASP.net
- Implemented first online company store selling classes and related products
- Brand Identity: Concepts, Design and Execution
- Advertising Campaigns: Animated Banners, Print Ads, Advertorials
- Trade Show Promotions: Billboards, Posters, Special Promotions
- E-Mail Blast Campaigns: Concepts, Design, Execution, Content
- Collateral: Concepts, Visual Design and Execution
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver

**NINJATRADER LLC, Denver, CO (remote)** (July 2006 – January 2010)  
**Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Sole Creative Director and Designer, July 2006 – January, 2010
- NinjaTrader rapidly grew from less than ten employees with little exposure, to one of the dominant trading software companies worldwide, with a global ecosystem of third-party providers, a vastly expanded team of employees, top organic search rankings, and exponential profit increases
- Offered Full-Time In-House Position as Executive Creative Director at Denver Headquarters; declined offer in order to continue running TOTALVIEW Global in New York City
- E-Commerce Website: Concepts, Visual and Interaction Design, Development and Content
- NinjaTrader Trading Platform Start-Up and Wizard Interfaces: Visual Design and Execution
- Brand Identity: Concepts, Design and Execution
- Advertising Campaigns: Animated Banners, Print Ads
- Trade Show Promotions: Mural, Posters, Special Promotions, Sell Sheets
- Collateral: Design and Execution
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

**XSQUAWK, Chicago, IL (remote)****(March 2004 – March 2005)****Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Company rapidly gained subscribers and organic search visibility
- VoIP Software broadcasting live trading floor squawk from the CME, and financial news: Creative Direction, Visual Design, Interaction Design
- Brand Identity: Concepts. Visual Design and Execution
- Subscription Website: Creative Direction, Visual and Interaction Design, Development and Content
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

**FUTUREPATH TRADING LLC, Chicago, IL (remote)****(June 2003 – February 2006)****Creative Director, Lead Visual and Interactive Designer, Copywriter**

Sole Creative Director and Designer, 2003 – 2006; hired away by NinjaTrader in 2006

- FuturePath Trading rapidly grew in company size and global brand recognition, gaining institutional partnerships, clients, top organic search rankings, and exponential profit increases
- Corporate Websites: Two simultaneous, linked websites promoting futures brokerage and PhotonTrader, the brokerage's institutional proprietary front-end: Creative Direction, Visual and Interaction Design, Development and Content, including all content for futures trading education section
- Passed NFA Series 3 and 30, 2005, 2006; passed Series 3, again in 2013
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash, PowerPoint

**WITHIT, INCORPORATED – New York City, NY****(2002 – 2003)****Creative Director, Lead Visual and Interactive Designer, Copywriter**

- Sole Creative Director and Designer, 2002 – 2003; hired away by FuturePath Trading in 2003
- Withit rapidly gained global brand recognition, subscribers, top organic search rankings, and exponential profit increases
- VoIP Software broadcasting live trading floor squawk from the CME, and financial news: Creative Direction, Visual Design, Interaction Design
- Brand Identity: Concepts, Visual Design and Execution
- Advertising Campaigns: Animated Banners, Print Ads and Digital, Animated Billboard
- Collateral: Concepts, Visual Design and Execution
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

**BSA ADVERTISING, New York City, NY****May 2000 – December 2001****Creative Director, Designer, Head of Art Department**

- Agency had its most profitable quarter in company history
- Won EMA award for Creative Direction of Zurich Scudder Investments Trade Show Mural
- Advertising Campaigns: Print Ads, Banners Ads, Posters, Trade Show Mural and Mobile Billboard
- Agency Interactive Portfolio: Creative Direction, Visual and Interaction Design, Development
- Supervision of Art Department
- Mentoring: Guided junior designers/producers
- Hiring: Interviewed design candidates, made hiring recommendations to ownership
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

**PRACTISING LAW INSTITUTE, New York City, NY****June 1998 – December 1999****Senior Designer**

- PLI had one of its largest growth and revenue increases in company history
- Seminar Brochures, Catalogs, Posters, Mailers: Concepts, Art Direction, Visual Design, Execution
- Microsite: Visual Design, Interaction Design, Development
- Pre-Press: File preparation and proofing of all jobs
- Software expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

**SCHOOL OF VISUAL ARTS (SVA), New York City, NY****September 1996 – January 1998****Faculty Member, Department of Advertising and Design**

- Curated student show at SVA's 23rd Street Building
- Exhibited in faculty show at SVA's 23rd Street Building
- Media Communications: Taught required foundation course to BFA students
- Conceptualized and designed course syllabus: Students visualized "alter-egos" in various media
- Expertise: Drawing; Painting; Multimedia Advertising and Design; Concept Art; Performance

**McCABE & COMPANY, New York City, NY**

**June 1996 – December 1997**

**Creative Director on Interactive; Art Director on Print Campaigns**

- Campaigns featured in: The New York Times, The Village Voice, The Bloomberg Terminal,
- MTA Transit, on New York City Phone Kiosks, and at The Super Bowl
- Major accounts included: Reliance Insurance, ESPN, Rally's Restaurants, Georgette Klinger, SVA
- Print ad OOH Advertising Campaigns: Art Director
- Interactive/Multimedia Campaigns: Creative Direction, Visual and Interaction Design, Development
- Directed product photo shoots for SVA and Georgette Klinger
- Designed, produced, broadcast storyboards
- Combined Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; PowerPoint; Drawing; Painting

**J. WALTER THOMPSON; BBDO; AVRETT, FREE & GINSBURG;  
FCB HEALTH; AMERICAN EXPRESS, New York City, NY**

**1992 – 1996**

**Freelance Designer; Digital Artist; Illustrator**

- Major accounts included: Eastman-Kodak, Enterprise Rent-a-Car, Fosomax, (Merck,) Purina
- Advertising Campaigns: Visual Design and Typography
- Production: Complex Photoshop and Illustrator Image Compositing and Creation on multiple, large-scale campaigns for clients that included Eastman-Kodak and Merck
- Broadcast Storyboards: Visual Design, Illustration, Execution

## **AWARDS AND EDUCATION**

Whitney Museum of American Art ISP, New York City  
Selected American Artist

**1989 – 1990**

- Selected for Whitney Program, without having to be interviewed

Master of Fine Arts

SCHOOL OF ART, CALIFORNIA INSTITUTE OF THE ARTS Valencia, CA

**1988**

- Awarded Graduate Teaching Positions – Painting, Drawing, Color Theory

Bachelor of Arts

BARNARD COLLEGE OF COLUMBIA UNIVERSITY New York City, NY

**1984**

- Major: Visual Art -- Cum Laude
- Invited to join Graduate Drawing and Painting Seminar in Columbia's Master of Fine Arts Program, while still an undergrad
- Stage Designer and Actress for Columbia Experimental Theatre, Columbia Players
- Visual Art published in Upstart Magazine, Columbia Art and Literary Journal
- Department Honors in Visual Art

## **TECHNICAL SKILLS**

Dreamweaver, Photoshop, Illustrator, Animate, (Flash,) Premiere Pro, InDesign, Sketch, Azure, Balsamiq, QuarkXPress, Audition, Media Encoder, Microsoft PowerPoint, Keynote, Google Slides, Microsoft Word, Excel, Digital painting, drawing, illustration; Digital video shooting, editing and conversion; HTML, CSS: Ability to hand code in HTML and CSS from scratch; strong working knowledge of JavaScript; ability to code Flash ActionScript for banners, presentations and other interactive; expert painting and drawing skills in all media – people, spaces, and objects, from life, photos and imagination