



Jane Rubin

A CREATIVE DIRECTOR WHO HAS
ACHIEVED REMARKABLE GROWTH
FOR EVERY MAJOR EMPLOYER

SUMMARY

Jane Rubin is a results-driven conceptual and visual creative director, art director, designer, and an exhibited Professional Artist. Jane Rubin has imagined, directed, and designed winning advertising campaigns, branding, and interactive across CPG, luxury, the arts, sports-entertainment, pharma, education, communications, insurance, IT, and legal publishing. Jane Rubin is uniquely specialized in the trading and trade technology arena: Jane is a Creative Director who also passed the FINRA Series 3 and 30 exams.

OBJECTIVE

Seeking a remote Creative Direction, Art Direction or Design role — preferably remote or hybrid in New York City — and will sign a long-term non-compete.



DESIGN SOFTWARE — MAC AND PC — PROFICIENT: Photoshop, Illustrator, Dreamweaver, Premiere Pro, InDesign; Acrobat, Audition, Animate; Microsoft PowerPoint and Office; Google Workspace and Google Slides; Figma, Adobe XD, Azure, Balsamiq, Canva, Sketch

CODING — PROFICIENT: HTML/CSS custom coding with strong working knowledge of JS and PHP front-end development integration

TRADITIONAL MEDIA: Expert painting, drawing, and color skills in all media; storyboarding, life drawing, object and landscape rendering

PORTFOLIO JANERUBIN.PRO

TEL 917 539 0899
jane@janerubin.pro
New York City

EDUCATION

Whitney Museum ISP
Selected American Artist

MFA CalArts
Graduate Teaching Assistant
Painting, Drawing, Color

BA Columbia University
Major: Program in the Arts
Cum Laude, Department Honors
Honors for Senior Painting Show
Set Designer and Performer:
Columbia Theater Productions

PROFESSIONAL EXPERIENCE — TOTALVIEW GLOBAL — 2001 TO 2023

In 2001, Jane Rubin founded TOTALVIEW Global, an advertising, branding, and design agency specialized in the trading industry. As Creative Director of TOTALVIEW, Jane achieved documented, exceptional growth for all major clients. As a result, accounts were won through word-of-mouth referral. For her clients, Jane has conceptualized, designed, and executed successful, cross-platform B2B and B2C ad campaigns, branding, websites, and software design, as well as direct marketing, including email, social media, trade show, PPC, SEO-SEM, and co-branded partnership campaigns.

FROM 2013 TO PRESENT — FOCUSED ON ART — ALSO ACCEPTED THESE JOBS

SUMITOMO MITSUI BANKING CORPORATION (remote) — April 1, 2023 - June 2, 2023

Sr Presentation Designer; Concepts for, visual design, and execution of SMBC's Digital Transformation TOM and Budget Demand Presentations, presented to SMBC C-Level Executives in Tokyo and NA; interpreted, edited, and transformed complex content into clean, granular infographics, charts, and textual narratives; utilizing PowerPoint, designed and programmed interactive applications showing layered information related to SMBC's OpsTech Team and Applications

INTERNATIONAL BETTER BUSINESS BUREAU (remote) — 2020

Creative Director, Art Director, Visual Designer; Created Facebook campaign promoting online shopping safety

GREAT LAKES TRADING COMPANY, Warsaw, IN (remote) — 2016 - 2017

Creative Director, Visual Designer, Interactive Designer; Created new branding and subscription website

IBM, New York City, NY — 2016

Senior Presentation Designer; Created PowerPoint presentations for IBM pitches to Google and Pfizer; IBM was seeking to guide Google on their Oracle R12 Upgrade and to guide Pfizer in its interest in redomiciling to Ireland; transformed complex concepts, dense text, data, and IBM's out-dated infographics into clean, elegant presentations

AGRICULTURAL LEARNING FOUNDATION FOR URBAN YOUTH, York, PA (remote) — 2015

Creative Director, Visual Designer, Interactive Designer; Created new branding and e-commerce website

FROM 2001 TO 2012 — LONG-TERM CLIENTS AND MAJOR PROJECTS

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

SUBCONSCIOUS TRAINING CORPORATION, Parkland, FL (remote) — 2010 - 2012

Achieved significant brand growth, creating and directing experiential event performed to a packed house;
Created live show performed in Miami, e-commerce website, branding, press release, email, and social media marketing

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

FRANKLIN GLOBAL CAPITAL LLC (FGC), Plymouth, MI (remote) — 2010

Spearheaded immediate growth and sales explosion for FGC after launch of new branding and website;
Created branding, search-optimized corporate website, and Facebook page

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

DTI TRADER INCORPORATED, Mobile, AL (remote) — 2007 - 2010

Drove exponential growth of DTI, its size, profit margin, website traffic; results exceeded expectations;
Created top-ranked e-commerce website, digital and print ad campaigns, trade show billboards and marketing, email marketing, co-branded promotions

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

NINJATRADER LLC, Denver, CO (remote) — 2006 - 2010

Drove NinjaTrader's rapid growth from small start-up to globally dominant trading software company;
Invited to become NinjaTrader's in-house Executive Creative Director but chose to remain in New York City;
Created branding, top-ranked e-commerce website, ad campaigns, trade show marketing, software interfaces

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER,

XSQUAWK, Chicago, IL (remote) — 2004 - 2005

Attained immediate jump in subscribers to xSquawk's broadcasts for traders

Designed VoIP Financial Broadcast Software, subscription website, branding, and ad campaign

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER,

FUTUREPATH TRADING LLC, Chicago, IL (remote) — 2003 - 2006

Rapidly increased global brand recognition, clients, company size, profit margin; ad campaigns featured in major trading industry magazines; expanded institutional partnerships; created top-ranked websites; created two inter-connected websites promoting the Futurepath brokerage and its PhotonTrader Platform; passed NFA Series 3 and 30, 2005, 2006; passed Series 3, again, in 2013

CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER,

WITHIT, INCORPORATED - New York City, NY — 2002 - 2003

Ad campaigns featured in *Wall Street & Technology Magazine* and on major trading industry websites; rapidly brought global brand recognition, subscribers, top organic search rankings, profit increase; Creative direction and visual design of VoIP Software broadcasting squawk and financial news for traders; directed and designed print, digital and OOH advertising campaigns, and collateral

FULL-TIME ROLES — PREVIOUS TO TOTALVIEW

CREATIVE DIRECTOR, LEAD DESIGNER, HEAD OF ART DEPARTMENT

BSA ADVERTISING, New York City, NY — 2000 - 2001

BSA had its most profitable quarter in company history after hiring Jane Rubin as CD

Won EMA Award for Creative Direction of Zurich Scudder Investments Trade Show Mural

Accounts included: Zurich Scudder Investments, Forest Laboratories, and Siemens

Directed and designed ad campaigns; Led pitches; Directed junior designers; interviewed design candidates and made hiring recommendations to ownership

ART DIRECTOR AND SENIOR DESIGNER

PRACTISING LAW INSTITUTE, New York City, NY — 1998 - 1999

Achieved one of PLI's largest growth and revenue increases in company history

Direction, design, execution of brochures, catalogs, posters, mailers, and promotional microsite

FACULTY MEMBER, DEPARTMENT OF ADVERTISING AND DESIGN

SCHOOL OF VISUAL ARTS (SVA), New York City, NY — 1996 - 1998

Taught "Media Communications"

CREATIVE DIRECTOR ON INTERACTIVE; ART DIRECTOR ON PRINT AND OOH

MCCABE & COMPANY, New York City, NY — 1996 - 1997

Campaigns featured in: *The New York Times*, *The Village Voice*, on The Bloomberg Terminal, MTA Transit, on New York City Phone Kiosks, and at The Super Bowl; Accounts included: Reliance Insurance, ESPN, School of Visual Arts, Georgette Klinger, and Rally's Restaurant

DESIGNER, ILLUSTRATOR, PRODUCTION DESIGNER

J. WALTER THOMPSON; BBDO; AVRETT, FREE & GINSBURG; FCB HEALTH

New York City, NY — 1992 - 1996

Accounts included: Eastman-Kodak, Enterprise Rent-a Car, Merck, and Purina

PRO BONO

1986

Documentary Photographer

Crispus Attucks Association of
York, Pennsylvania

Documented inner city housing
rehabilitation project

1993

Creative Director, Designer
Council of Churches of the
City of New York

Design of promotions
for Interfaith Conference

2006

Grant Writer and Designer,
Documentary Photographer
Tillary Park Foundation

Designed, created photographs
for and wrote proposal that
won funding to rehabilitate
Tillary Park, Brooklyn, NY

SOFT SKILLS

Leadership

Originality

Confident and compassionate

Pitching and closing

High moral standards

Complete integrity

Absolute work ethic

Elegant style

Calm in a crisis

Mentoring others

Inspiring others

Diverse people-person

Honest and real