

VLAD RUKITER

Senior Designer + Art Director

WHY AM I QUALIFIED?

HTML/ CSS3 ~ Adobe CS (Photoshop, Fireworks, Dreamweaver, Flash, Illustrator, Acrobat, Edge), JavaScript, ASP.NET, Logo Design, Eclipse ~ Excel in Web 2.0 & Direct Marketing designs ~ SEO optimized sites ~ 10 years of experience with various industries ~ Multi-tasking while maintaining meticulous attention to detail ~ Landing page & banner ad design ~ Team player with strong communication skills ~ Design for mobile devices ~ Trained & managed junior designers

WHERE DID I WORK?

Snackable Media (Aug '08 – Aug '11) **SR. WEB DESIGNER/ WEB ART DIRECTOR**

- Designed & coded websites, HTML landing pages, Android landing pages, banners and email campaigns for web and mobile devices maintaining cross-browser/ platform consistency
- Specialized focus in Direct Marketing design
- Developed original creatives for partner campaigns with VH1, MTV and “Deal or No Deal” (Endemol)
- Effectively adapted my work & style to maintain Snackable’s existing products

Titledge Technology (June '06 – Aug '08) **SR. WEB DESIGNER/ DEVELOPER**

- Redesign Titledge’s innovative business – myClosingSPACE.com (website gross income >\$100K/mo)
- Programmed (front-end ASP.NET) & designed Flash Marketing Campaigns for myClosingSPACE.com
- Designed & programmed Flash enhanced sites for partner companies
- Prepared test plans to assure end-user quality assurance
- Optimized websites for organic searches (SEO)
- Managed and implemented email campaigns
- Designed for print (business cards, post-cards, brochures, Power Point)

Mednet Technologies (May '04 – June '06) **SR. WEB DESIGNER**

- Met with clients for design consultations and sold upgrades to products
- Designed & coded websites using Adobe CS, HTML, CSS, JavaScript, Dreamweaver & Flash
- Trained & managed junior web designers
- Managed the content department to ensure they maintain design requirements
- As lead designer, designed & coded over 200 websites for the medical industry

Transition Networks (Feb '01 – May '04) **WEB & GRAPHICS DESIGNER**

- Designed & coded websites, newsletters, emails, banners, Power Point presentations for luxury brands
- Created site maps, user flows & navigation architecture
- Manage creative process for business development of Transition Networks via web & print

Verizon (June '01 – Aug '01) QA/ SOFTWARE TESTER

PricewaterhouseCoopers (Sept '00 – May '01) IT CONSULTANT, DATA WAREHOUSING

MetLife (June '99 – Sept '00) CONSULTANT, Human Resources Division

WHERE DID I STUDY?

- Web design, certified in Java/Java technologies, **EDP Computer School**, Brooklyn, NY ('02)
- Data Warehousing Boot Camp (Informatica & Business Objects), **PricewaterhouseCoopers**, Tampa, FL ('01)
- **B.S. (Computer Science), Binghamton University**, State University of New York, Binghamton, NY ('00)

WHAT ARE THEY SAYING ABOUT ME?

"Vlad is an excellent art director and senior interactive designer. He worked on numerous successful products and websites for Snackable. Vlad's contribution has directly helped us with increased conversion rates and higher revenues. He is also a great team player. I would highly recommend Vlad."

- **Eyal Yechezkel, CEO, Snackable Media**

"Vlad is a modern day craftsman and an extremely talented designer with an incredible eye for style, detail, and layout. He is a dedicated perfectionist, but always executes quickly and independently. Vlad is brilliant at knowing what will and won't work, and is able to develop and think through even the vaguest ideas. An excellent addition to any team and all around nice guy, Vlad is a real pleasure to work with."

- **Mike McCabe, Creative Director, Snackable Media**

"I have worked with Vlad on multiple projects. As someone who is on the marketing side of the business, it's important to know that the designers you work with can translate your ideas into pictures, and Vlad is one of the best I've had the pleasure to work with. He would be an asset to any creative team."

- **Melissa Pranzo, Director of Marketing Optimization, Snackable Media**

"I was searching for one word to describe Vlad. There isn't one – that's because Vlad is creative, talented, ambitious, self-starting, goal oriented, hard-working, personable, responsible, not to mention a simply awesome web-designer. I could communicate an idea with a few words and Vlad would always make it ten steps better and more original."

- **Dave Shimano, COO, Titledge**

"What sets Vlad apart from other web designers, besides his outstanding ability to translate a client's vision into a fresh, eye-catching design in an amazingly short amount of time, is his technical proficiency. He uses the latest tools and methods and is expert at authoring HTML and CSS and developing Flash animations. He is a team player and works well on a regular basis with software developers to generate a top-notch business website with no compromising on quality or professionalism."

- **Karen Keller, Software Development Manager, Titledge**