

Arlene Rudo

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732.682.1019

PROFESSIONAL EXPERIENCE

- Contract Designer/Developer**, New Jersey 6.04 – present
On and off site contract accounts handling graphic design, development, website production, video editing, information architecture. Brand development, online marketing.
Web Design, Online Marketing, Video Editing, Brand Identity, Broadcast, Collateral, Direct Mail, Ad Design
- Rare Medium**, NYC, NY 10.99 – 06.03
Senior Visual Designer / Flash Developer
Concept development, design and production of various websites, and interactive sales tools.
Web Design, Rich Media, Brand Identity
- Holmes Millet Advertising**, Dallas, TX 10.97 – 10.99
Senior Art Director
Concept development, art direction and production of various media for full service advertising agency.
Print, Brand Identity, Collateral, Direct Mail, Web Design, Broadcast
- Selah Associates**, Dallas, TX 07.96 – 10.97
Art Director
Developed creative department from inception for a new full service advertising agency. Directly accountable for the creative focus and services that the agency offered.
Print, Brand Identity, Collateral, Direct Mail, Multimedia, Broadcast
- Grayson Group**, Dallas, TX 06.95 – 07.96
Art Director
Concept development, art direction and production of various media for full service advertising agency.
Print, Collateral, Direct Mail, Broadcast
- MBRK Advertising**, Dallas, TX 02.95 – 06.95
Art Director
Concept development, art direction and production of various media for full service advertising agency.
Print, Collateral, Direct Mail
- The Print Place**, Dallas, TX 05.94 – 02.95
Graphic Designer
Rendered all design needs for clients of the Service Bureau, from conception to completion.
Print, Collateral, service Bureau duties included all electronic prepress services.
- Fashion Market Magazine**, NYC, NY 09.93 – 05.94
Art Director/ Stylist
Directly accountable for all production and administration of the art department. Responsible for the design and layout of forty-eight issues annually, with various inserted catalogues. Booked models, styled and art directed photo shoots.
Print, Editorial Layouts, Catalogue Design, Styling
- The Jersey Journal Newspaper**, Jersey City, NJ 02.92 – 09.93
Graphic Designer
Responsible for retail ad designs, editorial layouts, color separations and mechanicals.
Print, Editorial Layouts, Sales Ads

TECHNICAL EXPERIENCE

Mac and PC platforms

Photoshop	Flash	HTML/Homesite	Final Cut Pro	Microsoft Office
Illustrator	After Effects	Freehand	Director	Visio
Quark	Dreamweaver	Fireworks	Premier Pro	

EDUCATION

School of Visual Arts, NYC, NY completed 1992
Associate Degree in Advertising design and Animation

Jersey City State College, Jersey City, NJ 6/89 – 6/90
Area of accredited study: Fine Arts

Print & Digital Portfolio available upon request.