



ray rualo

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experience

April 2010 – Present

Allied Integrated Marketing Freelance Art Director

Responsible for producing a variety of creative materials for this full-service marketing, advertising, publicity and promotions agency catering to the entertainment industry. Design print and online content for theatrical productions, television shows and motion picture releases. Report to the VP/Creative Director.

November 2004 – November 2009

Time Magazine Art Director

Responsible for creating a branded and consistent look and feel for all marketing materials and events. Designed and conceptualized client-specific ads and special advertising sections. Created logos for high profile company events. Produced materials initiated by Consumer Marketing, such as in-store signage, web banner ads and eblasts. Collaborated with copywriters and sales managers to create mock-ups for new business development. Created invitations and collateral event materials, produced motion video graphics and strategized on venue designs. Reported to the Creative Director, Marketing Services.

June 2002 – August 2004

Miramax Films Senior Advertising Designer

Conceptualized layouts and designed newspaper and trade advertisements, theater posters, film banners, billboards and other printed materials to promote studio's films. Collaborated with the creative director, art directors and the marketing team on the daily campaign development of national and regional ads. Reported to the E.V.P. of Marketing.

November 1997 – June 2001

The New York Times Senior Promotion Designer

Designed advertising sales and marketing materials for The New York Times. Collaborated with creative directors, co-art directors and copywriters to produce high-end support materials that included sell sheets, vending signs, posters, brochures, ads, media kits, presentations, event promotions and premiums. Worked directly with the production team regarding all aspects of printing and supervised press runs. Oversaw projects assigned to various freelance designers. Commissioned illustrators and photographers as needed. Reported to the Creative Director.

June 1993 – November 1997

Gips Associates Inc. Design Director

Designed various advertising and promotional materials including consumer ads, media kits, presentations, posters, direct mail and signage. Developed corporate logos and identity branding, annual reports and audio and video packaging. Supervised the production of printed materials. Reported to the Principal/Creative Director.

education

Fashion Institute of Technology

Bachelor of Fine Arts Degree in Graphic Design, May 1994

skills

Expert in Adobe Creative Suite applications including InDesign, Illustrator and Photoshop. Proficient in QuarkXpress, Dreamweaver and Flash. Working knowledge of Final Cut Pro, Motion, Keynote, and Microsoft Office. Mac and PC savvy.

awards

Graphic Design USA - Graphic Design Awards 2005-2007, Inhouse Design Award 2005

Creativity - Annual Awards 2006-2008, Gold Award Winner

MarCom Awards - Platinum and Gold Winner

portfolio

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