



RUBEN A. KAREL

SENIOR DESIGNER

Address:
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PROFESSIONAL PROFILE

A creative designer with over 15 years of experience in digital media and old-school print. 10 years of front end development - both web and email. Professional photographer. Graphic team leader, strong autonomous designer, and an adaptive team player. Deep understanding of Salesforce Marketing Cloud, Pardot, Bronto & MailChimp.

PERSONAL

Age // 41
Dual Citizenship // USA, Poland
Travel // Visited over 45 countries
Achievements // Certified Scuba, Freediver
Driving License // Class A, M

SOFTWARE SKILLS



CODING



LANGUAGE



EXPERIENCE

June 2015 - Current

Senior Designer

TUNDRA
RESTAURANT SUPPLY

RESPONSIBILITIES:

Maintained busy workflow balancing digital, print & photo projects for DFS corp., including designing & executing marketing campaigns while supervising a small graphic team.

May 2004 - Current

OWNER / Designer

NLIGHT GRAPHICS

RESPONSIBILITIES:

Worked on developing brands and websites from the ground up. Specialized in writing custom html / css / php coding. Hosting & domain provider for companies across multiple continents.

Jan 2009 - Current

CO-OWNER

SNAP LOUNGE

RESPONSIBILITIES:

Managed a successful start-up focused on life events photography as well as product photography for companies such as REI, Backpackers Pantry, Sierra Trading Post, and others.

Nov 2003 - July 2006

Senior Designer

CMCC TORONTO

RESPONSIBILITIES:

Responsible for designing, maintaining and executing print & digital campaigns for the organization. Oversaw graphics, film, motion graphics and sound editing.

Jan 2000 - May 2003

Junior Designer

JOHNSON UNIVERSITY

RESPONSIBILITIES:

Collaborated & designed multiple graphic projects for the university, including annual reports, yearbooks, brochures, t-shirts, posters, brand guides, logos and alike.

EDUCATION

Jan 2000 - May 2003

JOHNSON UNIVERSITY

DEGREE ACQUIRED:

BA / Dual major in Digital Communication and Multimedia & Religion.

Jun 1997 - Nov 1999

RZEPZYNO COLLEGE
OF ART

DEGREE ACQUIRED:

Associate's Degree in Fine Arts / Stained Glass restoration.

INTERESTS

Traveling & Hostels // Freediving & Scuba // Molecular Gastronomy // Snow Sports // Music