

# KENNY IDAN RUB

347.598.3593  
kennyidanrub@gmail.com  
www.kennyidanrub.com

## SNAPSHOT

Queens, New York  
GRAPHIC DESIGNER

Born September 27<sup>th</sup> 1990

My name is Kenny Rub. I grew up in New York. I was always interested in the arts and I grew up thinking creatively. Seemingly opposing my creativity, I was also very technical and logical. That led me to studying Graphic Design. It allows me to use my intellectual, logical and practical skills together with my creative and artistic skills, to convey messages in a beautiful and succinct way. I also have the ability to view a project as a whole and manage many different aspects of it, delegating the appropriate parts to each member of the team.

A lot of people think that being creative is thinking out of the box.

I'm a strong believer that many people have what to offer to a project and it's not that I might be thinking **outside** the box, rather my "box" is simply **different** than yours. With the right team, the right direction and great skill, I'm confident that we can work together to create and communicate very effectively.

I think that my "box" of ideas and creativity that I bring to the table, including my desire to understand and communicate the larger picture, will add immensely to your team.

Thank you for considering me and I look forward to hearing from you.

## QUEENS COLLEGE

Bachelor of Science in Graphic Design  
May 2013 - GPA 3.89

## YESHIVAT NETIV ARYEH

Three years abroad through Yeshiva University

## SKILLS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe After Effects  
Adobe Dreamweaver  
Video Production  
Video Editing  
HTML  
CSS  
Speak & Write Hebrew Fluently  
Windows/Mac  
Microsoft Word  
Microsoft Powerpoint

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## KāMIN HEALTH URGENT CARE

Queens, NY

January 2018 – Present

### ART DIRECTOR

- Oversee all design and branding aspects of the company, including an overhaul and redesign of the art direction and style.
- Create new brand guidelines, updated the logo.
- Design brochures, flyers, banners and ads for promotion and display, vehicle wraps, window wraps, recruiting posters, bus stop ads, outdoor signage, TV signage, apparel, stationary and promotional items.
- Design all web ads including static, animated and video ads.
- Design signage and window decals for all new locations.
- Manage multiple social media pages, creating designing and posting new content for various messages and times of year.
- Design ID cards, business cards and urgent care cards for all new locations and employees.
- Design all aspects of Kamin Sense Magazine, including masthead, layout, advertisements and infographics.
- Redesign, update and manage the website using Wordpress and CSS.
- Create and implement advertising plans for specific communities and locations.
- Create and implement employee happiness campaigns to increase positive reviews and morale in staff and patients.
- Manage the ordering and distribution of all print collateral and promo materials.
- Researched and currently managing the implementation of new scheduling and medical records solutions.

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## SKILLS

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Adobe Photoshop  
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Adobe Dreamweaver  
Video Production  
Video Editing  
HTML  
CSS  
Speak & Write Hebrew Fluently  
Windows/Mac  
Microsoft Word  
Microsoft PowerPoint

## MAKOM HAMINHAG

Queens, NY

March 2018 – Present

### OWNER AND DESIGNER

- Design all artwork and logo.
- Manage the business, print artwork in house, order frames and ship finished products.
- Created a website using Wordpress, researching and implementing different methods.
- Designed front and back-end wireframes for a new website. [www.makomhaminhag.com](http://www.makomhaminhag.com)

## PRIORITY HEALTHCARE GROUP

Valley Stream, New York

March 2017 – September 2017

### CREATIVE DIRECTOR

- Oversaw all design aspects of the company.
- Designed brochures, flyers, banners and ads for promotion and display.
- Created invitations, signage and advertisements for events.
- Shot, edited and designed videos portraying the various nursing homes.
- Photographed on-site at nursing homes for website and brochures.
- Redesigned website homepage and oversaw its production.
- Managed, designed and updated website pages using Wordpress and CSS.
- Designed and printed ID cards and business cards for all new employees.

## FREELANCE

### PESACH WITH THE CHEVRAH

2020 & 2021 Seasons

- Revived the program's design and logo after a 10 year hiatus, bringing elements of the '90s era artwork into a current modern aesthetic.
- Designed all collateral for the Pesach Program, including newspaper and web ads, a Welcome Booklet, Step & Repeat, catering menus and signage.
- Created and designed a website using Wordpress.

### MAIN EVENT CATERING

October 2020 – Present

- Designed menus for online ordering themed to various holidays and occasions.

### NEW YORK DEPARTMENT OF HEALTH

September 2020

- Designed COVID-19 advertisements posted at bus stops and huge billboards.

## MAIMONIDES MEDICAL CENTER

Brooklyn, New York

January 2015 – March 2017

### MULTIMEDIA COORDINATOR

- Created animated digital signs for TVs displayed throughout the hospital and at off site locations.
- Designed brochures and flyers for promotion and handout at events.
- Created invitations, signage and digital collateral for events.
- Shot, edited, and designed bio videos of physicians.
- Designed logos for specific campaigns.
- Created various infographs simplifying information for easier consumer consumption and understanding.
- Continuously updated banners on our website.
- Gave design advice overall to any collateral that came through our department.
- Voluntarily took charge of finding a project management solution for the team and continuously managed and troubleshot.

## YESHIVAT NETIV ARYEH

Old City, Jerusalem, Israel

August 2013 – June 2014

### GRAPHIC DESIGN CONSULTANT

- Updated recruiting brochure and designed several pages in it.
- Designed a banner that is displayed for recruitment in high schools across America.
- Created flyers and posters for various events throughout the year.
- Designed icons for the newsletter and website.
- Troubleshoted website issues with HTML and CSS.
- Recorded, edited, and created a video promoting their different charity opportunities.

## AISH NEW YORK

Manhattan, NY

November 2012 – May 2013

### GRAPHIC DESIGN INTERN

- Responsible for designing graphics for itineraries, posters, flyers, programs and other various media.
- Designed layouts and coded websites for events using HTML and CSS.