

KENNY RUB

Pronounced Roob*

Graphic Designer



Portfolio

www.kennyidanrub.com



Education

Bachelor of Science Graphic Design
Queens College



Skills

Graphic Design	Motion Graphics
Typography	Video Production
Magazine Layout	Video Editing
Icon Design	Web Design
Logos	Photography



Software

Illustrator	Wordpress
InDesign	HTML
Photoshop	CSS
After Effects	

Work Experience

KāMIN HEALTH URGENT CARE

January 2018 – Present
Queens, NY

ART DIRECTOR

- Oversee all design and branding aspects of the company, including an overhaul and redesign of 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 and business cards for all new locations and employees.
- Design all aspects of Kāmin 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.
- Manage the ordering and distribution of all print collateral and promo materials.

PRIORITY HEALTHCARE GROUP

March 2017 – September 2017
Valley Stream, NY

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.

MAIMONIDES MEDICAL CENTER

January 2015 – March 2017
Brooklyn, NY

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.

FREELANCE

PESACH WITH THE CHEVRAH

2020, 2021, 2022, 2023 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 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 – October 2023

- 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 billboards.



347.598.3593



kennyidanrub@gmail.com

Work Experience Continued

MAKOM HAMINHAG LLC

OWNER AND DESIGNER

March 2018 – Present

Queens, NY

- Managed end-to-end trademark application process, independently preparing and filing all necessary documents, conducting thorough research, and ensuring compliance, resulting in successful approval of trademarks.
- 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.

YESHIVAT NETIV ARYEH

GRAPHIC DESIGN CONSULTANT

August 2013 – June 2014

Old City, Jerusalem, Israel

- 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.
- Troubleshooted website issues with HTML and CSS.
- Recorded, edited, and created a video promoting their different charity opportunities.

AISH NEW YORK

GRAPHIC DESIGN INTERN

November 2012 – May 2013

New York City, NY

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

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