



# Jane Rubin

A CREATIVE DIRECTOR WHO HAS  
ACHIEVED REMARKABLE GROWTH  
FOR EVERY MAJOR EMPLOYER

## SUMMARY

Jane Rubin is a results-driven conceptual and visual creative director, art director, designer, and an exhibited Professional Artist. Jane Rubin has imagined, directed, and designed winning advertising campaigns, branding, and interactive across CPG, luxury, the arts, sports-entertainment, pharma, education, communications, insurance, IT, and legal publishing. Jane Rubin is uniquely specialized in the trading and trade technology arena: Jane is a Creative Director who also passed the FINRA Series 3 and 30 exams.

## OBJECTIVE

Seeking a remote Creative Direction, Art Direction or Design role — preferably remote or hybrid in New York City — and will sign a long-term non-compete.



**DESIGN SOFTWARE — MAC AND PC — PROFICIENT:** Photoshop, Illustrator, Dreamweaver, Premiere Pro, InDesign; Acrobat, Audition, Animate; Microsoft PowerPoint and Office; Google Workspace and Google Slides; Figma, Adobe XD, Azure, Balsamiq, Canva, Sketch

**CODING — PROFICIENT:** HTML/CSS custom coding with strong working knowledge of JS and PHP front-end development integration

**TRADITIONAL MEDIA:** Expert painting, drawing, and color skills in all media; storyboarding, life drawing, object and landscape rendering

## PORTFOLIO JANERUBIN.PRO

TEL 917 539 0899  
jane@janerubin.pro  
New York City

## EDUCATION

Whitney Museum ISP  
Selected American Artist

MFA CalArts  
Graduate Teaching Assistant  
Painting, Drawing, Color

BA Columbia University  
Major: Program in the Arts  
Cum Laude, Department Honors  
Honors for Senior Painting Show  
Set Designer and Performer:  
Columbia Theater Productions

## PROFESSIONAL EXPERIENCE — TOTALVIEW GLOBAL — 2001 TO 2023

In 2001, Jane Rubin founded TOTALVIEW Global, an advertising, branding, and design agency specialized in the trading industry. As Creative Director of TOTALVIEW, Jane achieved documented, exceptional growth for all major clients. As a result, accounts were won through word-of-mouth referral. For her clients, Jane has conceptualized, designed, and executed successful, cross-platform B2B and B2C ad campaigns, branding, websites, and software design, as well as direct marketing, including email, social media, trade show, PPC, SEO-SEM, and co-branded partnership campaigns.

## FROM 2013 TO PRESENT — FOCUSED ON ART — ALSO ACCEPTED THESE JOBS

### SUMITOMO MITSUI BANKING CORPORATION (remote) — April 1, 2023 - June 2, 2023

**Sr Presentation Designer;** Concepts for, visual design, and execution of SMBC's Digital Transformation TOM and Budget Demand Presentations, presented to SMBC C-Level Executives in Tokyo and NA; interpreted, edited, and transformed complex content into clean, granular infographics, charts, and textual narratives; utilizing PowerPoint, designed and programmed interactive applications showing layered information related to SMBC's OpsTech Team and Applications

### INTERNATIONAL BETTER BUSINESS BUREAU (remote) — 2020

**Creative Director, Art Director, Visual Designer;** Created Facebook campaign promoting online shopping safety

### GREAT LAKES TRADING COMPANY, Warsaw, IN (remote) — 2016 - 2017

**Creative Director, Visual Designer, Interactive Designer;** Created new branding and subscription website

### IBM, New York City, NY — 2016

**Senior Presentation Designer;** Created PowerPoint presentations for IBM pitches to Google and Pfizer; IBM was seeking to guide Google on their Oracle R12 Upgrade and to guide Pfizer in its interest in redomiciling to Ireland; transformed complex concepts, dense text, data, and IBM's out-dated infographics into clean, elegant presentations

### AGRICULTURAL LEARNING FOUNDATION FOR URBAN YOUTH, York, PA (remote) — 2015

**Creative Director, Visual Designer, Interactive Designer;** Created new branding and e-commerce website

## FROM 2001 TO 2012 — LONG-TERM CLIENTS AND MAJOR PROJECTS

### CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

#### SUBCONSCIOUS TRAINING CORPORATION, Parkland, FL (remote) — 2010 - 2012

**Achieved significant brand growth, creating and directing experiential event performed to a packed house;** Created live show performed in Miami, e-commerce website, branding, press release, email, and social media marketing

### CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

#### FRANKLIN GLOBAL CAPITAL LLC (FGC), Plymouth, MI (remote) — 2010

**Spearheaded immediate growth and sales explosion for FGC after launch of new branding and website;** Created branding, search-optimized corporate website, and Facebook page

### CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

#### DTI TRADER INCORPORATED, Mobile, AL (remote) — 2007 - 2010

**Drove exponential growth of DTI, its size, profit margin, website traffic; results exceeded expectations;** Created top-ranked e-commerce website, digital and print ad campaigns, trade show billboards and marketing, email marketing, co-branded promotions

### CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER

#### NINJATRADER LLC, Denver, CO (remote) — 2006 - 2010

**Drove NinjaTrader's rapid growth from small start-up to globally dominant trading software company;** **Invited to become NinjaTrader's in-house Executive Creative Director but chose to remain in New York City;** Created branding, top-ranked e-commerce website, ad campaigns, trade show marketing, software interfaces

**CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER,  
XSQUAWK, Chicago, IL (remote) — 2004 - 2005**

Attained immediate jump in subscribers to xSquawk's broadcasts for traders  
Designed VoIP Financial Broadcast Software, subscription website, branding, and ad campaign

**CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER,  
FUTUREPATH TRADING LLC, Chicago, IL (remote) — 2003 - 2006**

Rapidly increased global brand recognition, clients, company size, profit margin;  
ad campaigns featured in major trading industry magazines; expanded institutional  
partnerships; created top-ranked websites; created two inter-connected websites  
promoting the Futurepath brokerage and its PhotonTrader Platform; passed NFA Series 3  
and 30, 2005, 2006; passed Series 3, again, in 2013

**CREATIVE DIRECTOR, VISUAL DESIGNER, INTERACTIVE DESIGNER,  
WITHIT, INCORPORATED - New York City, NY — 2002 - 2003**

Ad campaigns featured in *Wall Street & Technology Magazine* and on major trading  
industry websites; rapidly brought global brand recognition, subscribers, top organic  
search rankings, profit increase; Creative direction and visual design of VoIP Software  
broadcasting squawk and financial news for traders; directed and designed print, digital  
and OOH advertising campaigns, and collateral

## FULL-TIME ROLES — PREVIOUS TO TOTALVIEW

**CREATIVE DIRECTOR, LEAD DESIGNER, HEAD OF ART DEPARTMENT  
BSA ADVERTISING, New York City, NY — 2000 - 2001**

BSA had its most profitable quarter in company history after hiring Jane Rubin as CD  
Won EMA Award for Creative Direction of Zurich Scudder Investments Trade Show Mural  
Accounts included: Zurich Scudder Investments, Forest Laboratories, and Siemens  
Directed and designed ad campaigns; Led pitches; Directed junior designers; interviewed  
design candidates and made hiring recommendations to ownership

**ART DIRECTOR AND SENIOR DESIGNER**

**PRACTISING LAW INSTITUTE, New York City, NY — 1998 - 1999**

Achieved one of PLI's largest growth and revenue increases in company history  
Direction, design, execution of brochures, catalogs, posters, mailers, and promotional microsite

**FACULTY MEMBER, DEPARTMENT OF ADVERTISING AND DESIGN  
SCHOOL OF VISUAL ARTS (SVA), New York City, NY — 1996 - 1998**

Taught "Media Communications"

**CREATIVE DIRECTOR ON INTERACTIVE; ART DIRECTOR ON PRINT AND OOH  
McCABE & COMPANY, New York City, NY — 1996 - 1997**

Campaigns featured in: *The New York Times*, *The Village Voice*, on The Bloomberg Terminal,  
MTA Transit, on New York City Phone Kiosks, and at The Super Bowl; Accounts included:  
Reliance Insurance, ESPN, School of Visual Arts, Georgette Klinger, and Rally's Restaurant

**DESIGNER, ILLUSTRATOR, PRODUCTION DESIGNER**

**J. WALTER THOMPSON; BBDO; AVRETT, FREE & GINSBURG; FCB HEALTH  
New York City, NY — 1992 - 1996**

Accounts included: Eastman-Kodak, Enterprise Rent-a Car, Merck, and Purina

## PRO BONO

1986

Documentary Photographer  
Crispus Attucks Association of  
York, Pennsylvania

Documented inner city housing  
rehabilitation project

1993

Creative Director, Designer  
Council of Churches of the  
City of New York

Design of promotions  
for Interfaith Conference

2006

Grant Writer and Designer,  
Documentary Photographer  
Tillary Park Foundation

Designed, created photographs  
for and wrote proposal that  
won funding to rehabilitate  
Tillary Park, Brooklyn, NY

## SOFT SKILLS

Leadership

Originality

Confident and compassionate

Pitching and closing

High moral standards

Complete integrity

Absolute work ethic

Elegant style

Calm in a crisis

Mentoring others

Inspiring others

Diverse people-person

Honest and real