

TOTALVIEWTM
CONQUER THE WAVE



Portfolio: <http://totalviewglobal.com> and <http://janerubin.pro>

References: http://totalviewglobal.com/JaneRubin_Corporate_References.pdf

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SUMMARY

Jane Rubin is the Founder, President and Executive Creative Director of TOTALVIEW Global; Jane is a Creative Director, Visual and Multimedia Designer, and Artist with excellent conceptual, design, communication and writing skills across digital, print, and experiential; specialized in the global trading world; passed NFA Series 3 and 30; *excellent professional and character references from employers and clients*

PROFESSIONAL EXPERIENCE

TOTALVIEW GLOBAL, New York City, NY

2001 – Present

Self-Owned Advertising, Branding and Design Agency, Specialized in the Global Trading, Investment and Financial Technology Arenas

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Clients consistently profited; referred new business; awarded long-term retainer contracts
- Creative Direction, Design and Writing of integrated advertising, branding and design
- Team Supervision, Project Management and reporting to Company Owners/CEOs
- Specialized in Global Trading & Investment Arena: Passed NFA Series 3 and 30 Exams

GREAT LAKES TRADING COMPANY, Warsaw, IN (remote)

(January 2016 – April 2017)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Brand Identity: Concepts and Design
- Corporate Website: Concepts, Visual and Interaction Design, Development and Content
- Cross-platform promotion of subscription software providing data to farmers engaged in hedging

FUTUREPATH TRADING LLC, Chicago, IL (remote)

(December 2015 – May 2016)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Corporate Website: Concepts, Visual and Interaction Design, Development and Content
- Site to generate leads, clients, for brokerage and for PhotonTrader, proprietary futures trading platform

AGRICULTURAL YOUTH LEARNING FOUNDATION, York, PA (remote)

(April 2015 – September 2015)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Brand Identity: Concepts and Design
- Foundation Website: Concepts, Visual and Interaction Design, Development and Content
- Foundation Store: Concepts and Design of store and branded items

SWEET FUTURES LLC, Chicago, IL (remote) (October 2014 – November 2014)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Corporate Website: Concepts, Visual and Interaction Design, Development and Content
- Site to generate leads, clients, for brokerage and trading platforms offered by Sweet Futures

SUBCONSCIOUS TRAINING CORPORATION, Parkland, FL (remote) (October 2010 – February 2012)

Creative Director, Stage Director, Lead Visual and Interactive Designer, Performer, Copywriter

- E-Commerce Website: Concepts, Visual and Interaction Design, Development and Content
- Specialty Branded Items: Concepts and Design
- Live Event promoting Mental Training for Traders: Creative and Stage Direction, Original Script, Set Design, Costume Design, On-Stage Performance, Email, Social Media Promotions, Miami, May 1-3, 2011
- Software and Traditional Art Expertise: Photoshop; Illustrator; Dreamweaver; Flash; Painting; Drawing

FRANKLIN GLOBAL CAPITAL LLC (FGC), Plymouth, MI (remote) (February 2010 – September 2010)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- FGC immediately won an exponential increase in brand awareness, incoming leads, and industry partnerships, following launch of new branding and site
- Creative Direction and Design of Corporate Identity
- Creative Direction, Design and Development of Company Website
- Creative Direction and Design of Social Media Pages
- Content Writing for Website, Brand Identity and Social Media
- Software Expertise: Photoshop; Illustrator; Dreamweaver; Flash

DTI TRADER INCORPORATED, Mobile, AL (remote) (March 2007 – November 2014)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Sole Creative Director and Designer, 2007 – 2010; due to time constraints, consultant after 2010
- DTI rapidly gained top organic search rankings and phenomenal growth of its profit margin and company size, expanding its team, product and service offerings, and global exposure
- E-Commerce Website: Concepts, Visual and Interaction Design, Development and Content
- Implemented first online company store selling classes and related products
- Brand Identity: Concepts, Design and Execution
- Advertising Campaigns: Animated Banners, Print Ads, Advertorials
- Trade Show Promotions: Billboards, Posters, Special Promotions
- E-Mail Blast Campaigns: Concepts, Design, Execution, Content
- Collateral: Concepts, Visual Design and Execution
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

NINJATRADER LLC, Denver, CO (remote) (July 2006 – January 2010)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Sole Creative Director and Designer, July 2006 – January, 2010
- NinjaTrader rapidly grew from less than ten employees with little exposure, to one of the dominant trading software companies worldwide, with a global ecosystem of third-party providers, a vastly expanded team of employees, top organic search rankings, and exponential profit increases
- Offered Full-Time In-House Position as Executive Creative Director at Denver Headquarters; declined offer in order to continue running TOTALVIEW Global in New York City
- E-Commerce Website: Concepts, Visual and Interaction Design, Development and Content
- NinjaTrader Trading Platform Start-Up and Wizard Interfaces: Visual Design and Execution
- Brand Identity: Concepts, Design and Execution
- Advertising Campaigns: Animated Banners, Print Ads
- Trade Show Promotions: Mural, Posters, Special Promotions, Sell Sheets
- Collateral: Design and Execution
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

XSQUAWK, Chicago, IL (remote) (March 2004 – March 2005)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Company rapidly gained subscribers and organic search visibility
- VoIP Software broadcasting live trading floor squawk from the CME, and financial news: Creative Direction, Visual Design, Interaction Design
- Brand Identity: Concepts. Visual Design and Execution

- Subscription Website: Creative Direction, Visual and Interaction Design, Development and Content
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

FUTUREPATH TRADING LLC, Chicago, IL (remote)

(June 2003 – February 2006)

Creative Director, Lead Visual and Interactive Designer, Copywriter

Sole Creative Director and Designer, 2003 – 2006; hired away by NinjaTrader in 2006

- FuturePath Trading rapidly grew in company size and global brand recognition, gaining institutional partnerships, clients, top organic search rankings, and exponential profit increases
- Corporate Websites: Two simultaneous, linked websites promoting futures brokerage and PhotonTrader, the brokerage's institutional proprietary front-end: Creative Direction, Visual and Interaction Design, Development and Content, including all content for futures trading education section
- Passed NFA Series 3 and 30, 2005, 2006; passed Series 3, again in 2013
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash, PowerPoint

WITHIT, INCORPORATED – New York City, NY

(2002 – 2003)

Creative Director, Lead Visual and Interactive Designer, Copywriter

- Sole Creative Director and Designer, 2002 – 2003; hired away by FuturePath Trading in 2003
- Withit rapidly gained global brand recognition, subscribers, top organic search rankings, and exponential profit increases
- VoIP Software broadcasting live trading floor squawk from the CME, and financial news: Creative Direction, Visual Design, Interaction Design
- Brand Identity: Concepts, Visual Design and Execution
- Advertising Campaigns: Animated Banners, Print Ads and Digital, Animated Billboard
- Collateral: Concepts, Visual Design and Execution
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

BSA ADVERTISING, New York City, NY

May 2000 – December 2001

Creative Director, Designer, Head of Art Department

- Agency had its most profitable quarter in company history
- Won EMA award for Creative Direction of Zurich Scudder Investments Trade Show Mural
- Advertising Campaigns: Print Ads, Banners Ads, Posters, Trade Show Mural and Mobile Billboard
- Agency Interactive Portfolio: Creative Direction, Visual and Interaction Design, Development
- Supervision of Art Department
- Mentoring: Guided junior designers/producers
- Hiring: Interviewed design candidates, made hiring recommendations to ownership
- Software Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

PRACTISING LAW INSTITUTE, New York City, NY

June 1998 – December 1999

Senior Designer

- PLI had one of its largest growth and revenue increases in company history
- Seminar Brochures, Catalogs, Posters, Mailers: Concepts, Art Direction, Visual Design, Execution
- Microsite: Visual Design, Interaction Design, Development
- Pre-Press: File preparation and proofing of all jobs
- Software expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; Flash

SCHOOL OF VISUAL ARTS (SVA), New York City, NY

September 1996 – January 1998

Faculty Member, Department of Advertising and Design

- Curated student show at SVA's 23rd Street Building
- Exhibited in faculty show at SVA's 23rd Street Building
- Media Communications: Taught required foundation course to BFA students
- Conceptualized and designed course syllabus: Students visualized "alter-egos" in various media
- Expertise: Drawing; Painting; Multimedia Advertising and Design; Concept Art; Performance

McCABE & COMPANY, New York City, NY

June 1996 – December 1997

Creative Director on Interactive; Art Director on Print Campaigns

- Campaigns featured in: The New York Times, The Village Voice, The Bloomberg Terminal, MTA Transit, on New York City Phone Kiosks, and at The Super Bowl
- Major accounts included: Reliance Insurance, ESPN, Rally's Restaurants, Georgette Klinger, SVA
- Print ad OOH Advertising Campaigns: Art Director
- Interactive/Multimedia Campaigns: Creative Direction, Visual and Interaction Design, Development

- Directed product photo shoots for SVA and Georgette Klinger
- Designed, produced, broadcast storyboards
- Combined Expertise: Quark Xpress; Photoshop; Illustrator; Dreamweaver; PowerPoint; Drawing; Painting

**J. WALTER THOMPSON; BBDO; AVRETT, FREE & GINSBURG;
FCB HEALTH; AMERICAN EXPRESS, New York City, NY**

1992 – 1996

Freelance Designer; Digital Artist; Illustrator

- Major accounts included: Eastman-Kodak, Enterprise Rent-a-Car, Fosomax, (Merck,) Purina
- Advertising Campaigns: Visual Design and Typography
- Production: Complex Photoshop and Illustrator Image Compositing and Creation on multiple, large-scale campaigns for clients that included Eastman-Kodak and Merck
- Broadcast Storyboards: Visual Design, Illustration, Execution

AWARDS AND EDUCATION

Whitney Museum of American Art ISP, New York City

1989 – 1990

Selected American Artist

- Selected for Whitney Program, without having to be interviewed

Master of Fine Arts

SCHOOL OF ART, CALIFORNIA INSTITUTE OF THE ARTS Valencia, CA

1988

- Awarded Graduate Teaching Positions – Painting, Drawing, Color Theory

Bachelor of Arts

BARNARD COLLEGE OF COLUMBIA UNIVERSITY New York City, NY

1984

- Major: Visual Art – Cum Laude
- Invited to join Graduate Drawing and Painting Seminar in Columbia's Master of Fine Arts Program, while still an undergrad
- Stage Designer and Actress for Columbia Experimental Theatre, Columbia Players
- Visual Art published in Upstart Magazine, Columbia Art and Literary Journal
- Department Honors in Visual Art

TECHNICAL SKILLS

Dreamweaver, Photoshop, Illustrator, Animate, (Flash,) Premiere Pro, InDesign, Sketch, Azure, Balsamiq, QuarkXPress, Audition, Media Encoder, Microsoft PowerPoint, Keynote, Google Slides, Microsoft Word, Excel, Digital painting, drawing, illustration; Digital video shooting, editing and conversion; HTML, CSS: Ability to hand code in HTML and CSS from scratch; strong working knowledge of JavaScript; ability to code Flash ActionScript for banners, presentations and other interactive; expert painting and drawing skills in all media – people, spaces, and objects, from life, photos and imagination