



JANE RUBIN

CREATIVE DIRECTOR AND AD CROSS-PLATFORM DESIGNER

PORTFOLIO: JANERUBIN.PRO

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SUMMARY

Jane Rubin (She/Her) is a cross-platform **Creative Director, Art Director, and Senior Designer** with a unique specialization in **the financial industry**, as well as over a decade of experience successfully directing and designing B2B and B2C campaigns across a range of verticals. A “both-brained” creative, she delivers **above-the-noise** concepts, branding, cross-platform visual design—including **large-scale interactive projects** and software, and she also writes **memorable headlines and taglines**. Simultaneously a professional, exhibited **fine artist**, Jane ensures all her work is custom and original.

Jane has generated **\$500M to \$1B in revenue**, consistently driving growth for major employers and clients. She has led **winning ad campaigns** across **digital, print, OOH, and broadcast**, as well as **branding, live events, multimedia, and web** across industries including **finance, trading, CPG, luxury, the arts, sports-entertainment, pharma, and IT**.

A **one-of-a-kind leader in finance and trading**, Jane has provided successful creative direction, art direction, and design for **Reliance Insurance, Zurich Scudder Investments, FuturePath Trading, NinjaTrader, DTI Trader, and Sumitomo Mitsui Banking Corporation**, among others. **Uniquely specialized in trading, investment, and trade technology**, Jane is an **award-winning Creative Director**—who also **passed the FINRA Series 3 and 30 exams**—with a decade of success creating **iconic brands and exponential profits** in the global trading and investment world.

OBJECTIVE: Seeking a senior-level role, preferably remote (or hybrid) — with the willingness to sign a long-term non-compete agreement. This can be an Art Director or Senior Designer role as well, if it is remote or hybrid.

PROFESSIONAL EXPERIENCE

TOTALVIEW GLOBAL

Founder & Creative Director (2001–2024)

Founded an advertising, branding, and design agency specializing in the trading industry. Delivered exceptional growth for global, corporate clients and for small businesses through start-to-finish, cross-platform branding and ad campaigns, websites, software design, billboards, social media marketing, trade shows, and cross-platform direct marketing — email, brochures, posters, sell sheets, PPC, SEO-SEM.

RECENT TOTALVIEW GLOBAL CLIENTS (2013 – 2025)

Chakra Restaurant, New York City, NY (Remote)

Creative Director, Visual Designer (February 2025)

Created new branding strategy and messaging, visual design of new menu and outdoor signage, Facebook-Instagram Campaign, and online delivery platform header design and messaging, dramatically transforming and modernizing this brand.

Sunday Dreamin Restaurant, New York City, NY (Remote)

Creative Director, Visual Designer (June 2024–August 2024)

Designed and developed an elegant, responsive custom website, rapidly achieving exponential traffic growth and top organic Google rankings. Created brand strategy, social media campaigns, experiential marketing, and hand-painted signage that generated immediate excitement and customers, increasing restaurant sales during the slow summer season.

Sumitomo Mitsui Banking Corporation, New York City, NY (Remote)

Sr. Presentation Designer (April 2023–June 2023)

Designed presentations for SMBC's Digital Transformation and Budget Demand projects, translating complex content into clean, elegant compositions, infographics, charts, and narratives.

International Better Business Bureau (Remote)

Creative Director, Art Director, Visual Designer (2020)

Created a Facebook campaign promoting online shopping safety approved by Facebook executives.

Great Lakes Trading Company, Warsaw, IN (Remote)

Creative Director, Visual Designer, Interactive Designer (2016–2017)

Created new branding and a new subscription website start-to-finish.

IBM, New York City, NY (Remote)

Senior Presentation Designer (2016)

Created pitch presentations for Google and Pfizer, transforming complex dense data and outdated visuals into clean, impactful designs.

LONG-TERM TOTALVIEW GLOBAL (2001 TO 2012)

NinjaTrader LLC, Denver, CO (Remote)

Creative Director, Visual Designer, Interactive Designer (2006–2010)

Rapidly grew NinjaTrader from startup to global trading powerhouse, achieving unusually aggressive growth of over 500%, approx. 700 to 1000%, as NT's sole creative and one-woman agency.

Created all branding, websites, digital and print advertising, trade show mural, posters, flyers, brochure, and business cards. *Company size and profits increased aggressively.*

DTI Trader Incorporated, Mobile, AL (Remote)

Creative Director, Visual Designer, Interactive Designer (2007–2010)

Achieved exponential growth through e-commerce websites, ad campaigns, and trade show billboards; print promotions; DTI brochure. *Company size and profits increased aggressively.*

FuturePath Trading LLC, Chicago, IL (Remote)

Creative Director, Visual Designer, Interactive Designer (2003–2006)

Spearheaded global brand recognition and client growth through cross-platform branding, advertising, and design, including: brand identity systems, websites, ad campaigns in major industry magazines, and print collateral. *Company size and profits increased aggressively.*

FULL-TIME ROLES (PRE 2001)

BSA Advertising, New York, NY

Award-Winning Creative Director & Lead Designer (2000–2001)

One of the few Female Creative Directors in the advertising industry, pioneering diversity in ad campaigns before DEI was a formal concept. Won an EMA for Zurich-Scudder Trade Show Mural. Pitched and secured, long-term, a Fortune 200 client, driving significant revenue growth. *Upon hire, directed BSA to its most profitable quarter in history.*

Practising Law Institute, New York, NY

Art Director; Senior Designer (1998–1999)

Achieved exceptional revenue increase through visually impactful print promotions and website. *PLI had one of its most profitable periods during tenure as Art Director and Senior Designer.*

School of Visual Arts, New York, NY

Faculty Member (1996–1998)

Taught "Media Communications," a required, core BFA course. Spontaneously and intuitively conceptualized a semester-long project, requiring students to create an "alter-ego." Curated student exhibitions, showcasing their work and enhancing their professional presentation skills.

McCabe & Company, New York, NY

Senior Art Director, Creative Director on Interactive (1996–1997)

Recommended to "Madman" Ed McCabe, ECD, by Gerry Andreozzi, ACD; hired as sole Senior Art Director and Designer; appointed CD on interactive. Collaborated with McCabe and Andreozzi on highly successful campaigns as the only AD and Designer, and in some cases a Creative Director. Campaigns featured in *The NY Times*, *Village Voice*, on MTA Transit, at the Super Bowl and at luxury sites, for clients such as: Reliance Insurance, ESPN, SVA, Georgette Klinger. *Created and sold microsite for SVA.*

J. Walter Thompson; BBDO; Avrett, Free & Ginsburg; FCB Health

Freelance Graphic Designer, Digital Artist, Production Designer (1992–1996)

Designed/produced print campaigns for Eastman-Kodak, Enterprise Rent-a-Car, Purina, pharmaceutical products Fosomax and Allegra, and more, *utilizing advanced digital and traditional skillset.*

PRO BONO WORK

Tillary Park Foundation (2006): Grant writer, designer, photographer for park rehabilitation.

Council of Churches of NYC (1993): Print promotions for an interfaith conference.

Crispus Attucks Association (1986): Documentary photographer for housing rehabilitation.

EDUCATION

Whitney Museum ISP

Selected as an American Artist without an interview; that is extremely rare for the Whitney Program.

MFA, California Institute of the Arts (CalArts)

Graduate Teaching Assistant in Painting, Drawing, and Color

BA, Columbia University

Major: Program in the Arts | Cum Laude, Department Honors, Senior Exhibition Honors

- Invited by the Columbia Master of Fine Arts Department to paint and draw in the Graduate Life Drawing Seminar — a rare achievement for an undergraduate
- Stage Designer and Performer for Columbia and Barnard Theater
- Art published in *Upstart Magazine*
- Invited to exhibit paintings and drawings in a solo show at Union Theological Seminary while still an undergraduate

CREATIVE LEADERSHIP SKILLS

Creative Leadership & Vision

Creative Direction, Design Direction, Successful Pitches, Core Branding and Brand Differentiation Expressed Consistently Across all Media, Ranging from Conservative to Edgy Depending on Client

Design & Execution Excellence

Visual Design Mastery, Multi-Platform Design, Successful Campaign Creation

Leadership & Team Management

Creative Team Leadership, Design Staff Mentorship, Conflict Resolution, Project Management

Project Leadership & Execution

End-to-End Project Oversight, Client Relationship Management, Budget Management, Creative Presentations, Risk Management

Creative Technology Leadership

Cutting-Edge Technology Integration; Ethical AI Integration

MULTI-DISCIPLINARY ARTISTIC AND TECHNICAL SKILLS

Design Software (Mac & PC, Proficient): Photoshop, Illustrator, Dreamweaver, Premiere Pro, InDesign; Acrobat, Audition, Animate, Microsoft PowerPoint, Office, Google Workspace, Google Slides; Figma, Axure, Balsamiq, Canva, Sketch. **Coding: Proficient in HTML/CSS custom coding;** 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. **Video:** Direction, Shooting, and Editing; **Choreography:** Dance and movement choreography. **Original Music and Sound:** Pianist, Multi-Instrument and Sound Composer.