

# RUBEN SUN

Interactive / Web / Design

## Contact Information

**Address.** 1089 Bushwick Ave., Apt 3., Brooklyn, NY 11221  
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<http://www.rubensun.com>

## Skills / Strengths

### Software

Design: Photoshop CS3, Illustrator CS3, Bridge CS3  
Web: Flash CS3, Dreamweaver CS3  
Misc.: Microsoft Word, Microsoft Excel, Microsoft Powerpoint

### Platforms / Proficient Languages

Mac OS X, Microsoft Windows XP / Vista, XHTML, CSS, XML, Actionscript 2.0 / 3.0 / OOP, Wordpress, English, Mandarin Chinese

### Working Knowledge

DOM, Javascript, PHP, MySQL, Premiere Pro CS3, After Effects CS3

### Core Values / Beliefs

01. Marketing should add value; be useful, be enriching.
02. Web marketing should act as a product extension.
03. People \*are\* your platform.
04. "Share all you know" — Piers Fawkes

TACTILE

ruben sun :: GRAPHIC DESIGNER

tel. 312.804.2930

email. simplemachines@rubensun.com

## Experience

### Freelance Graphic Designer

Oct. 2005 – Current, Brooklyn, NY

Designed and produced solid design and web solutions resulting in multiple contracts with various clients.

**Alberto Culver** ( flash animations for web )

**AT&T** for Jasculca/Terman ( PR microsite/collateral )

**Astroturf** for CrossComm, Inc., ( flash/AS based website navigation )

**Flinn Scientific** for Azavar Technologies ( XML driven object oriented flash video player ).

### PSFK

Design Intern

Jan. 2009 – Feb. 2009, New York, NY

[www.psfk.com](http://www.psfk.com)

Prepared visuals for consulting project pitches for Apple, Coca Cola and Bravo TV. Contributed to blog metrics audit and blog social media PR initiative. Conducted visual audit of blog and collateral. Designed and developed **Good Ideas Salons** website on the wordpress platform.

### RC2 / Learning Curve Brands, Inc.

Web Graphics Designer

Jan. 2007 – Oct. 2008, Oak Brook, IL

[www.learningcurve.com](http://www.learningcurve.com)

Maintained B2B and primary consumer-facing/ecommerce sites for the Oak Brook based toy and infant product brand holding company. Art Directed, designed and produced the web presences of multiple brands, including: **Breastflow** ( bottle system ), **Play Town** ( preschool toy line ), and **Double Duty** ( construction themed juvenile toy line ). Designed and implemented flash banner ad campaigns and marketing email initiatives.

Architected graphic asset library for design and production team. Increased usability of **learningcurve.com** by redesigning the site's navigation.

### CrossComm, Inc.

Graphic Production Associate

Oct. 2004 – Oct. 2005, Chicago, IL

[www.crosscomm.net](http://www.crosscomm.net)

Concepted, art directed, and produced traditional and interactive web projects, as well as logo and print projects for the award winning Raleigh-Durham based interactive agency. Collaborated with vendors, web developers and clients. Notable projects include flash banner ad production for **L'Oreal Paris** for Nurun, site design for **Hodogaya Chemical**, and interface design and production for flash based **Isaac and New Breed website**.

## Education / Training

**University of Wisconsin — Madison** ( BA, Political Science )

Additional coursework in Art, Social Sciences, and Philosophy

**Digital Bootcamp — Chicago, IL** ( Actionscript 8-week Bootcamp )