



Award-winning creative and visual communications professional with 30+ years of experience in design, brand systems, digital content, editorial storytelling, and integrated communications. Combines hands-on creative direction with disciplined production management, cross-functional collaboration, and practical use of generative AI. Experienced in guiding multidisciplinary contributors, mentoring emerging designers, presenting creative rationale to leadership, and moving complex projects from strategy through delivery.

Experience

PSEG Long Island | MAR 2024 - PRESENT

DIGITAL CONTENT CREATOR

Corporate Communications

- » Lead creative development for digital, social, internal, and external communications for a major public electric utility, translating complex safety, reliability, customer, and business information into clear visual experiences.
- » Manage concurrent creative projects from concept through production, coordinating communications leadership, subject-matter experts, vendors, and cross-functional partners while maintaining brand standards, timelines, and production quality.
- » Present creative concepts and recommendations to communications leadership and cross-functional partners, translating stakeholder feedback, operational requirements, and brand standards into cohesive final work.
- » Create connected campaign systems across social media, web, presentations, internal communications, brochures, video assets, environmental graphics, and special projects.
- » Use generative AI in day-to-day production for ideation, storyboarding, image creation and refinement, prompt development, and visual quality review, increasing the ability to create scenario-specific content when stock imagery is insufficient.
- » Direct the visual branding of a new corporate facility, applying brand standards across wayfinding signage, wall murals, environmental graphics, fixtures, and other physical touchpoints.
- » Develop visual standards and a content framework for an internal digital broadcast display system across company facilities, creating a consistent approach to organization-wide employee communications.

State University of New York at Farmingdale College | APR 2014 - MAR 2024

ASSOCIATE CREATIVE DIRECTOR

Marketing & Communications

- » Advanced through Graphic Design Manager, Assistant Creative Director, and Associate Creative Director roles, directing creative strategy across print, digital, web, social, editorial, photography, video, and integrated marketing.
- » Guided designers, developers, photographers, videographers, writers, and outside production partners through creative briefs, feedback, approvals, schedules, and delivery on award-winning institutional projects.
- » Shaped the visual direction and production of FSCNow magazine and its companion microsite, coordinating editorial content, photography, design, video, web development, and stakeholder review into one connected story.
- » Helped lead an award-winning institutional intranet redesign that integrated brand strategy, user experience, accessibility, search engine optimization, content governance, and digital standards across a large, multi-stakeholder organization.
- » Presented creative concepts, project rationale, and institutional initiatives to senior leadership, including the College Cabinet, College Council, Executive Committee, President, and campus community.
- » Established campaign templates, presentation systems, and visual brand guidance that improved consistency and made production easier across communications.

Ru Jurow Design | MAY 1993 - PRESENT

INDEPENDENT DESIGNER & CREATIVE CONSULTANT

- » Partner with organizations, businesses, and individual clients to create brand identities, integrated campaigns, digital and print communications, environmental graphics, and audience-focused visual experiences.
- » Art direct commercial photography and video, evaluating composition, lighting, styling, talent, and final imagery for alignment with client goals and brand standards.
- » Lead projects from discovery and concept development through presentation, production, vendor coordination, installation, and final delivery.

Creative AI Initiative

2026 - PRESENT

VIVA | VISUAL AI EVALUATION

- » Develop and continue to refine VIVA | Visual AI Evaluation, a structured methodology for evaluating AI-generated and AI-edited visual content using defined categories, severity levels, and written findings.
- » Produce evaluation reports and case studies assessing prompt adherence, realism, reference fidelity, visual errors, brand fit, and production readiness.
- » Created a Prompt Requirement Audit to identify visually verifiable requirements in complex prompts and reduce missed criteria during evaluation.

Leadership, Teaching & Mentorship

State University of New York at Farmingdale College | 2024 - PRESENT

INDUSTRY CLIENT AND STUDENT MENTOR | ANNUAL VOLUNTEER *Senior Graphic Design Program*

- » Provide weekly critiques and professional guidance as senior students develop comprehensive brand systems spanning identity, websites, apps, signage, apparel, and promotional materials.

State University of New York at Farmingdale College | AUG 2012 - AUG 2013

VISITING PROFESSOR OF GRAPHIC DESIGN *Visual Communications*

- » Taught undergraduate graphic design and typography, established project expectations, evaluated student work, and provided constructive critique in concept development, composition, visual hierarchy, and professional presentation.

The Sage Colleges | SEP 2001 - DEC 2005

ADJUNCT PROFESSOR OF GRAPHIC DESIGN *Graphic Design*

- » Taught undergraduate graphic design courses and guided students through concept development, typography, design principles, project execution, and the presentation of their work.

SUNY GRAPHIC AND MULTIMEDIA DESIGN ADVISORY BOARD *Former Member*

- » Contributed professional perspective on curriculum development, industry practices, and the skills expected of emerging designers.

Selected Honors

- » 2026 Chartwell Best Practices Award | Digital Experience, PSEG Long Island
- » 2025 Chartwell Gold Award | Excellence in Serving Business Customers, PSEG Long Island
- » Three 2025 GDUSA American Inhouse Design Awards | Social campaigns and publication design

Education

- » Master of Fine Arts, Graphic Design | Vermont College of Fine Arts
- » Master of Communication Arts, Computer Graphics | New York Institute of Technology
- » Bachelor of Fine Arts, Graphic Design | SUNY Purchase