



285 Horseblock Road, Farmingville, NY 11738
(631) 626-2701 | ru@rujurow.com

Teaching Experience

VISITING PROFESSOR

State University of New York at Farmingdale College
School of Art + Graphic Design | AUG 2012 - AUG 2013

GRAPHIC DESIGN II

This course involves sophisticated and intricate projects in digital format. Typographic finesse and the dynamic interaction of words and images are strongly emphasized. The application of theoretical design concepts and principles of typography are emphasized. A problem-solving approach is fostered instilling innovative and creative design solutions. Students will be encouraged to work with a variety of traditional and electronic media.

DESIGN PRODUCTION II

This course covers the theory and application of the processes and techniques in preparing art for reproduction. Working with conventional and digital techniques, students learn how to produce their projects. A thorough understanding of the production phase enable designers to create more effective solutions during the initial design phase.

4D DESIGN

4D (4-Dimensional) design explores the process of designing user experiences that rely heavily on time, space and motion to communicate an idea. In this course students will examine the increasingly important role time-based media plays in the world of graphic design. Applications include web design, video, animation, storyboards and sequential narratives.

DIGITAL MEDIA & METHODS

This course is an introduction to the concepts and techniques of digital media, and serves as an essential foundation for all subsequent courses in computer graphics. Students gain an understanding of how this evolving technology applies to the visual communications industry.

TYPOGRAPHY I

This course is an introduction to typography and the study of letterforms. Students are introduced to the history of typography, and study major typographers and typefaces. Class discussions, projects, critiques and lectures focus on typographic terminology and vocabulary. The fundamental knowledge of working with type as one of the most essential elements of design are emphasized.

ADJUNCT PROFESSOR

The Sage Colleges, Department of Graphic Design
SEPT 2001 - DEC 2005

GRAPHIC DESIGN 1

An introductory course in graphic design in which the student solve problems of visual communication using type, symbols, photography and other media. Students create a variety of original pieces for their portfolio.

GRAPHIC DESIGN 2

Students further explore the materials and techniques taught in Graphic Design 1. Emphasis is placed on conceptual development, research methods and problem solving. Students are expected to produce professional quality comprehensive portfolio pieces.



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PRODUCTION METHODS 1

A course concentrating on the graphic process involved in creating and preparing artwork for print production. Type and paper specification, digital and mechanical preparations, and various other studio techniques are explored.

TYPE & DESIGN 1

This course introduces students to the concept of designing with type. Students look at type aesthetically as an element of design, using both individual letters and blocks of text. They learn an effective design process that will start with generating ideas in the form of thumbnail sketches, refining their ideas in rough layouts, then creating professional quality comprehensive layouts and final art.

TYPE & DESIGN 2

Students expand their knowledge and further apply the typographic concepts introduced to them in Type & Design 1. Assignments are constructed to guide students to solve common communication problem with creative and conceptual solutions.

INSTRUCTOR

One-to-One Computers
OCT 1997 - JUL 1998

WINDOWS OPERATING SYSTEMS
INTRODUCTION TO THE INTERNET
DESKTOP PUBLISHING

Innovated, planned and implemented curriculum for individual software applications as well as desktop publishing.

Instructed 8-week, hands-on classes for adult students.



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Experience

GRAPHIC DESIGN MANAGER

State University of New York at Farmingdale College.
Institutional Advancement | APR 2014 - PRESENT

As a member of the Institutional Advancement team I design and execute a variety of marketing materials promoting the college including web pages, email graphics, icon development, acceptance packages, orientation promotional items, financial aid brochures, recruitment posters, newspaper advertisements, and annual reports.

- Develop website and social media graphics promoting the college and student events.
- Design and manage the production of the President's Annual Report.
- Redesigned the colleges ads creating a contemporary feel increasing engagement.
- Design Powerpoint templates for campus wide presentations.
- SAAE (Student Achievement Award for Excellence) committee member.
- Development and implementation of new branding for Study Abroad program.
- Committees: Public Art Task Force, Tobacco Policy Committee, Accepted Student Day Committee, Commencement Committee

FREELANCE

Partner with clients to design and execute marketing strategies that meet client objectives. Develop, design and manage print and online marketing campaigns effectively driving brand awareness.

- Developed identity and branding system for start up technology companies.
- Created custom web banner graphics for implementation in online advertising campaigns
- Social media campaign development and coordinating graphic creation.
- Provided on site software training.

AWARDS

2014 Gold Award Winner

Collegiate Advertising Awards
Annual report

2014 Gold Award Winner

Educational Advertising Awards
Newspaper Advertisement

2014 Bronze Award Winner

Educational Advertising Awards
Special Publications

Merit Award Winner

Educational Advertising Awards
Annual Report

Gold Certificate of Excellence

Best of Long Island (BOLI) 2008
Special Purpose Materials

GALLERY SHOW

Crossroads Poster Series (3)

Carter Arts Center

Education

Masters of Fine Arts

Graphic Design
Vermont College of Fine Arts

Masters in Communication Arts

Computer Graphics
New York Institute of Technology

Bachelor of Fine Arts

Graphic Design
State University of New York College
at Purchase



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PROFESSOR

State University of New York at Farmingdale College,
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Instructed students in the exploration of various creative materials, software techniques as well as the preparation of their work for production. Created educational and engaging presentations weekly as a classroom instruction tool.

- Guided students in solving communication problems with creative conceptual solutions using type, color, photography, animation and other media.
- Hosted extra curricular presentations on marketing, self promotion and the business of design.
- Moderated Paula Scher presentation.

CLASSES: GRAPHIC DESIGN II, DESIGN PRODUCTION II,
4D DESIGN, DIGITAL MEDIA & METHODS, TYPOGRAPHY I

GRAPHIC COORDINATOR

Super Enterprises | JUL 2007 - AUG 2012

Managed and created branding and collateral graphics for B2B and B2C campaigns. Created annual marketing presentation materials including themed email invitations, web banners, ads and GotoMeeting presentation graphics. Collaborated on social media marketing strategies and oversaw creation and implementation of graphic support materials. Managed freelance designers and production schedules.

- Created online Marketing Center for clients to purchase templated marketing support materials.
- Present new marketing pieces to sales force.
- Research and quote projects with local and online vendors.

ART DIRECTOR/WEB DESIGNER

Synthesis LLP | APR 2000 - FEB 2002

Developed graphic design division servicing internal and external clientele in a variety of print and web communications. Created presentation materials for architectural, urban planning and interior design proposals. Designed and created 140 page comprehensive self-promotional website.

- Coordinated production with printers, electronic service bureaus and Internet service providers. Interacted directly with clients, interpreting their needs and providing effective communication solutions.
- Administrative responsibilities to create and implement a standardized operating procedure for the interaction of all other divisions and clientele.

SOFTWARE

ADOBE

Acrobat
Bridge
Dreamweaver
Flash
Illustrator
Indesign
Photoshop

MICROSOFT

Word
Powerpoint
Excel

CAMPUS SPECIFIC

Oucampus

Mac/pc platforms