RUDY IBARRA
Room 2203, Block L
Amoy Gardens
No. 77 Ngau Tau Kok Road
Kowloon
cell 9420 0360
rudy@rudyibarradesign.com

Online Portfolio
rudyibarradesign.com

Career Summary: Passionate senior design professional with over fifteen years extensive marketing and promotional experience at major upscale magazines, design firms and established corporations. Excel at creatively meeting client's needs for messaging, design and appeal. Notable in customer focus and eagerness to collaborate or take ownership as needed all with an eye towards fulfilling client's creative needs and consistently delivering excellent product.

Strength: Inspiration from Chinese culture ranging from history to literature, Chinese Medicine to Chinese Martial Arts and my three years study in China not only allowed me to become fluent in Mandarin but also enriched my creativity and prepared me for an even more international audience and clientele. It demonstrates my capability of adapting to, thriving and being comfortable in various organizational cultures and willingness to work internationally.

Online portfolio, please visit: www.rudyibarradesign.com

PROFESSIONAL EXPERIENCE

Creative Consulting, 2009-2010
Ongoing design projects for following clients:
Interview Magazine
Star Magazine
Austin Latino Theatre Alliance
Lupe Arte
Rainforest Partnership

Details Magazine
Art Director, Mar, 2008-Oct 2008
Managed art department, which included designer and interns for busy marketing department. Directed and designed various promotional collateral including in-book advertorial sections and luxury brochures. Duties included photo research, photo shoots and press checks.

Bon Appetit
Freelance Senior Designer, Nov 2007-Mar 2008
Collaborated with other senior designers and worked independently to create branding campaigns that included invitations, signage, logos, menus, name cards and brochures for various fine food events in NYC.

Glamour Magazine
Freelance Designer, Jun-Oct 2006
Designed wide range of sales support collateral including logos, advertorial inserts and PPT presentations for busy marketing department of beauty magazine.

Cargo
Freelance Designer, Sep 2003-Mar 2006
Assisted setting up new department, trained designers in procedures, methods and software. Collaborated with Creative Director to establish branding materials of new startup magazine department that included initial PPT presentation decks, advertorial inserts, invitations, holiday cards, comps and sales sheets for the sales force.

C2 Media
Art Director, 2000-2001
Managed and directed creative team of four. Designed brochures, posters, direct mail pieces, manuals, catalogs, postcards, invites and signage for new design department at an established printing company.

Bennett Communication
Art Director, 1999-2000
Designed brochures, posters, direct mail pieces and book catalogs at small design firm specializing in branding.

CCH Legal Information Services
Art Director, 1994-1996
Managed branding, oversaw designers and print production at a corporation. Designed and executed wide range of collateral such as logos, manuals, brochures, posters, direct mail pieces, signage and invitations.

OTHER FREELANCE CLIENTS

Mens Vogue
Town and Country
GQ
O The Oprah Magazine
Esquire Magazine
Robert A. Becker
KA Design, Beijing
Cline, Davis & Mann
Neuberger & Berman
Hibernia Magazine
Hunter College
Creative Black Book
Estee Lauder/Prescriptives
The Rockefeller University
Ilana Goor, Inc.
Deplano Design
USA Weekend

EDUCATION

Tsinghua Hua & Fuzhou University
Mandarin, Beijing & Fuzhou 2001-2002

Pratt Institute
BFA with Honors, Graphic Design, NYC 1990

LANGUAGE

Native English, Fluent Mandarin & Spanish

NATIONALITY

American Citizen

REFERENCES

Kristina Juzaitis, Creative Director
Architectural Digest, 718-403-0142

Pamela Madden, Associate Publisher
Star Magazine, 212-743-6608

