

MICHAEL RUBINO

I love to solve problems. As a creative director, graphic designer, and artist, I use a toolbox of skills to produce creative solutions for my clients' needs just about every day. I approach projects the same way MacGyver approaches a sticky situation: with optimism.

Graphic Designer | BrabenderCox

April 2007 — March 2016

digital and social media design: constructed, designed, and implemented effective campaigns as the primary designer for a diverse portfolio of sports, entertainment, healthcare, and political clients.

ad campaign development: collaborated with a multidisciplinary staff to develop advertising concepts that could be adapted across film, print, and digital campaigns; creating targeted ads for Facebook and Twitter; and responsive web and mobile design.

art direction: executed film and photo shoots, collaborating with videographers and freelance photographers to ensure a quality product in a time-sensitive environment.

client presentations: composed presentations and headed meetings with clients and upper-level management, creating high-impact Keynote and printed materials to pitch ideas and land new business.

project management: delivered, reliably, every time. Never missed a deadline in nine years, no matter the timeframe, budget restrictions, or lack of knowledge on a particular subject.

Creative Director & Graphic Designer | Arcade Comedy Theater

January 2013 – Present

large-scale planning: launched the city's only non-profit theater dedicated to comedy in a retail storefront in the heart of the Cultural District.

organization and communication: schedule and coordinate the theater's weekly performance schedule, resulting in over 300 shows a year and managing a creative staff of over a dozen volunteers and over 75 performers.

brand identity: developed a brand identity that is instrumental in the theater's success. Created a unified look and message; a cohesive interior design; a complete website build-out; and print marketing all on a shoe-string budget.

campaign direction and implementation: initiated long-term advertising campaigns from concept to ad buy that have resulted in over 14,000 visitors annually. Formulated short-term fundraising campaigns that have netted thousands of dollars in donations over a 24-hour period.

content creation: showcased the theater through independent film projects; photo shoots; and collaborations with local artists to create professional, creative content.

Freelance Design & Filmmaking

2007 – Present

independent experience: consulted clients throughout the Pittsburgh area, including interior design for the Pittsburgh Penguins; branding for Pittsburgh Dad, Quinn Brewing Company, Pittsburgh Cultural Trust, and Quigley Catholic High School; promotional projects for the Hollywood Theater in Dormont, The Improv, and the Tribune-Review; and television specials and documentary shorts for WQED-Pittsburgh.

consistency in work: reliably meets quick deadlines and develops longer, large-scale projects all within consideration of various budgets and audiences.

CONTACT INFO

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SKILLS

Adobe CC:
Photoshop
Illustrator
InDesign
Lightroom
Premiere
Audition
After Effects

Apple Keynote
Microsoft Office

Photography — film & digital
Filmmaking
Audio Recording & Mixing

Facebook Ads
Google AdWords
Wordpress
HTML

Illustration & fine art
Acting and improvisation
Creative Writing
Copywriting

EDUCATION

Seton Hill University
Bachelor of Fine Arts 2007 (summa cum laude)
Major: Graphic Design
Minor: Creative Writing