SVETLANA RUBIN

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Online portfolio http://www.ddsstudio.com/

PROFESSIONAL SUMMARY

Accomplished **WEB DESIGNER** with outstanding ability to integrate creativity, talent, enthusiasm, technical skills, and effective project management skills to deliver high quality web-related work on time and on budget.

Highlights include:

- Proven ability to define and follow established corporate branding and standards.
- Experience with the creation of web sites for different browsers, platforms, and devices.
- An exceptional ability to transfer wire frames to compelling web pages.
- A solid understanding of designing intuitive site functionality, interaction, user interfaces, and navigation.
- Hands-on experience to design for multi-language web sites and localization.
- Extensive track record of developing online marketing materials including banner ads, HTML e-mails, icons, and on-line documentation.
- The ability to collaborate effectively with interactive designers, web site architects, scientists, PMs, different levels of marketing organization, IT, and vendors while working on the web sites' design and development. Companies served include Intel, McAfee, Juniper Networks, IBM, ILOG, Viquity, Metron, Mercado Software, IntelInsure, CPLEX Optimization, and LV Service Enterprise.
- An in-depth understanding of a variety of audiences and personas.
- Strong leadership skills – the ability to lead a team, manage, and mentor junior designers.
- Willingness to design several drafts before the final version is approved – the ability to see through the entire design process as it evolves. Flexible, detail oriented, collaborative, and able to work in a fast-paced environment.
- Good understanding of photography, illustration, and typography.

Technical Skills:

Mac and PC	InDesign	HTML	TeamSite
Photoshop	Fireworks	CSS	Web Publishing
Illustrator	Captivate	JavaScript	Project Management
Dreamweaver	Flash	Action Script	Web Producer

CAREER HISTORY

Senior Web Designer
McAfee/Intel Security, Santa Clara, CA   04/2012 - current
Responsible for corporate web site http://www.mcafee.com/.
Sr. Web designer and Producer for company Enterprise Website, Partner Portal and Sales Portal.
- Managed content using CMC (TeamSite).
- Lead re-branding effort for all web-related visual material.
- Launched new Partner Portal website.
- Managed sites translation for localization across 14 languages.
- Provide ongoing support for visual elements.

Juniper Networks, Sunnyvale, CA   04/2007 - 09/2011

Responsible for corporate web site http://www.juniper.net. Web designer for two different Juniper Networks corporate branding and web initiatives.

- Delivered visual design for new corporate web site consistent with corporate branding.
- Created complete new Web Site Style Guide.
- Provided leadership for re-branding of all web-related visual material including flash demo template design and implementation, HTML e-mail, newsletter design, and web portion of Corporate Style Guide.
- Redesigned and launched new on-line image library.
- Created internal and external banners design and Web Site Advertisement Policies.
- Delivered Juniper Networks visual appearance for social media web sites.
- Provided ongoing support of Juniper Networks product launches and campaigns. Managed up to five vendors simultaneously.

Key Accomplishment:

- Proposed radically different approach to full redesign of the corporate web site that allowed support of new Juniper Networks branding. As the result of good planning and full support by all members of the team, the project was delivered in less than 2 months, met all expectations, and saved the company hundreds of thousands of dollars in design and implementation costs.

Web Designer

ILOG Inc, Mountain View, CA   10/2000 - 04/2007

Web designer for corporate Web site http://www.ilog.com and all web related materials.

- Provided ongoing support for all internal web sites.
- Designed and created high quality interactive demos. • Developed online marketing materials including banner ads, HTML e-mails, and icons.

Key Accomplishment:

- Led the successful design and implementation for new ILOG corporate web site, based on new corporate identity.

Web Developer/Designer

Supersite.net, Sunnyvale, CA   12/1999 - 10/2000

- Designed and implemented new HTML templates.
- Maintained existing Web applications.
- Performed multi-browsers and multi-platforms testing, report results and made necessary adjustments.
- Created and supported magazine online.

Quality Control Analyst

Guittard Chocolate Company, Burlingame, CA   1993 - 1999

- Performed chemical analysis, workers supervision, and experimental work.

Chemist

Pacific Coast Tissue Bank, Los Angeles, CA   1990 - 1993

- Responsible for final stage in preparation donor organs for transplant.

EDUCATION/PROFESSIONAL DEVELOPMENT/AWARDS

Master of Science, Masters Degree in Chemical Engineering
Mendeleev Chemical Technology University, Russia

A.A.S. in Multimedia Communications and Presentations
Masters Institute

Certified Web Designer and Internet Business Strategist

AFFILIATIONS

- Created several web sites for Stevens Creek Elementary Public Schools in Cupertino, CA.
- Provide ongoing contribution and support to realm of American classical ballet. Assist young dancers with establishing their presence on the World Wide Web http://www.ddsstudio.com/daniel-rubin.html.