SVETLANA RUBIN

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PROFESSIONAL SUMMARY

Accomplished **WEB PRODUCER/WEB DESIGNER/WEB LOCALIZATION MANAGER** 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 track record of managing high-quality enterprise web content projects from inception to completion. Companies served include Intel, McAfee, Juniper Networks, IBM, Netskope, ILOG, Viquity, Metron, Mercado Software, IntelInsure, CPLEX Optimization, and LV Service Enterprise.
- Advanced authoring skills in enterprise-level content management systems, such as Adobe Experience Manager (AEM) and WordPress.
- Aptitude to identify potential roadblocks and address them proactively to prevent obstacles.
- Proven ability to execute complex and technically challenging solutions in content management.
- Experience with creating and editing web sites for different browsers, platforms, and devices.
- Understanding creative process from design to delivery across multiple teams (Strategy, Analytics, UX, Design, Content, SEO, Localization).
- Dexterity in defining and following established corporate branding and standards.
- 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 in designing 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.
- An in-depth understanding of a variety of audiences and personas.
- Strong leadership skills – the ability to lead a team as well as manage, mentor and guide junior team members.
- Flexible, detail oriented, collaborative, and able to work in a fast-paced environment.
- Strong communication skills, capable of explaining technical concepts and best practices to non-technical partners.
- Good understanding of photography, illustration, and typography.

Technical Skills:

Web Producer	Figma	WordPress	Project Management
Web Designer	Smartling	HTML	TeamSite
Adobe Creative Suite	Web Publishing	CSS	Digital Production
Web Localization	Adobe AEM	A/B Testing	Mac and PC

CAREER HISTORY

Senior Web Producer
Netskope Inc, Santa Clara, CA   **11/2021 - 06/2024**
Responsible for corporate web site https://www.netskope.com/ and intranet site.
- Managed content using CMS (WordPress).
- Provided leadership for re-branding corporate website.
- Took instrumental part in planning, managing and publishing larger-scale projects.
- Translated corporate website to five languages using Smartling.
- Performed website regression testing to ensure tracking, and general issues are caught prior launches.
- Provided ongoing support for Netskope product launches and campaigns.
- Optimized web pages for organic search, speed, and accessibility.
- Worked on CMS templates improvement and QA.
- Refreshed webpages with optimized images (.SVG) and video

Key Accomplishment:
- Received two Innovation Awards for creating, publishing and providing ongoing improvement for new corporate website based on new branding guidelines.

Senior Web Designer
McAfee/Intel Security, Santa Clara, CA   **04/2012 - 11/2021**
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 CMS (Adobe AEM, TeamSite).
- Assist and lead execution for the web experience management team in authoring and managing pages including QA and final delivery/release.
- Lead re-branding effort for all web-related visual material.
- Was in charge of creating and launching a new multi-persona and multi-language Partner Portal website.
- Managed sites translation for localization across 14 languages.
- Optimized web pages for organic search
- Provided ongoing support for visual elements.

Key Accomplishment:
- Received SPARK Award for Partner Portal Project. Created a centralized location for partner content and communications and supported the goal of making it easier for partners to do business with McAfee. Demonstrated extraordinary efforts, exhibited actions and attitudes that broke down silos, identified and affected change in an area that wasn't being addressed, provided value and tangible results that have a lasting impact to the business.

Web Designer
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 of donor organs for transplant.

EDUCATION/PROFESSIONAL DEVELOPMENT

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

A.A.S. in Multimedia Communications and Presentations
Masters Institute, San Jose, CA

Novell Certified Web Designer and Internet Business Strategist

AFFILIATIONS

- Created several web sites for Stevens Creek Elementary Public School 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.