

CHRISTOPHER J. RUGEN

Creative Director

Passionate, hands-on, creative talent with managerial experience, skilled at developing integrated, strategy-driven print and digital campaigns.

Demonstrated ability to lead brand initiatives and deliver innovative design solutions, from concept, through production, to final delivery.

Adept at managing simultaneous tasks, communicating well under pressure, and delivering results in fast-paced, deadline-driven environments.

PROFESSIONAL EXPERIENCE

Cardiovascular Research Foundation - CRF

(March 2022 to Present)

Associate Director, Creative Services

Develop and execute innovative concepts, leading an in-house creative team to produce best-in-class print, digital, and out of home marketing materials for CRF business units and partners. Achieve measurable results through strategic planning and creative oversight, strict adherence to brand standards, and optimization of workflows and efficiencies to stimulate CRF's growth.

- **Increase Audience Engagement:** Enhance digital designs by leveraging dynamic motion graphics and animation to create eye-catching visuals that significantly boost user engagement and increase CTR across all platforms.
- **Strengthen Brand Consistency:** Reinforce brand standards across all CRF entities and campaigns, ensuring cohesive messaging that aligns with the foundation's core mission and resonates among diverse audiences.
- **Design for Immersive Environments:** Transform interior and exterior event spaces with compelling, large-format physical installations, strategically placed high-impact, large-scale visual graphics, informative wayfinding and signage for eight annual cardiovascular medical conferences.
- **Improve User Experience:** Develop interactive UX/UI strategies for websites, e-blasts, social media, and the CRF Events App, contributing to a quantifiable increase in user satisfaction ratings and repeat engagement.
- **Optimize Creative Operations:** Collaborate and guide senior leadership to implement standardized processes (SOPs) and streamline interdepartmental workflows using PM software RedBooth and Monday.com.
- **Mentor and Lead High-Performance Team:** Supervise Jr. Designer, Graphic Designer, and all outsourced creative talent, including photographers and videographers, fostering a collaborative, diverse and inclusive environment.
- **Enhance Team Development:** Spearhead recruitment and training of new hires, monitor staff performance, conduct annual reviews and prioritize employee accountability.

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LinkedIn Profile

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KEY FOCAL POINTS

Brand Vision & Identity
Craft a unique brand identity and develop dynamic design elements, including compelling logo, distinctive typography, cohesive color palette, and impactful messaging.

Rebranding & Evolution
Transform a brand while honoring its core identity, refining its positioning to stay competitive and relevant in the marketplace.

Cross-Functional Leadership
Work closely with internal stakeholders and agency teams to maintain brand consistency across all touchpoints.

Multi-Channel Marketing
Leverage data-driven insights, competitive analysis, and user research to optimize messaging and design strategies.

Interactive Media Campaigns
Enhance storytelling across digital channels with immersive content, including animation, motion graphics, and video.

Software & Technology
Adobe Creative Cloud; Office365; Figma; Monday.com; RedBooth; HTML/CSS/JavaScript

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Creative Director

Resorts World, New York City

(March 2019 to March 2022)

Graphic Design Lead

Drove the creative development and managed production of all print, digital, social and interactive marketing for three of the branded entities operated by Genting Group America: Resorts World, New York City, Resorts World Catskills and Resorts World Bimini, Bahamas.

- **Crafted Targeted Messaging & Media Solutions:** Worked directly with senior executives to deliver impactful marketing for each unique property.
- **Optimized E-Marketing Automation with Salesforce Migration:** Modernized database management capabilities and implemented best practices.
- **Enhanced Email Marketing with Responsive Templates:** Developed a library of mobile optimized templates and conducted A/B testing to boost CTR.
- **Elevated Patron Engagement:** Reimagined end-to-end digital experiences to maximize user interaction and deliver impact.

WebMD, New York, NY

(November 2008 to January 2018)

Lead Art Director

Led a creative team in development of interactive learning programs and digital marketing campaigns to promote major pharmaceutical brands across Medscape's professional online community.

- **Delivered High-Impact Creative Solutions:** Collaborated cross-functionally so design met brand-specific requirements, exceeded client expectations and outperformed metric markers.
- **Managed Resources to Optimize Team Efficiency & Output:** Monitored daily workflow of three staff designers and one off-site freelancer.
- **Streamlined Processes to Accelerate Launch Timelines:** Implemented strategies proven to maintain a near-100% on-time completion rate and boost revenue.
- **Mentored Talent & Led Performance Development Initiatives:** Identified individual/team goals and provided professional pathways for growth.

UNIQUE EXPERIENCE

Hendriks Institute

Graphic Communications Instructor

Prepared early-adult students for workforce success through real-world design projects, presentation coaching, and constructive portfolio/resume critiques.

- **Course Development:** Delivered practical lessons on design, color theory, typography, digital imaging/photography and print production.
- **Professional Development:** Personalized instruction on how to apply industry-best tools and techniques.

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FREELANCE WORK

BROOKLYN PR

Creative Director

Oversaw the conceptual development of integrated advertising, marketing, and PR campaigns for a diverse client portfolio: American Cancer Society, Chef's Diet, Pfizer, Proctor & Gamble, Olay, and PUR.

TRUMP UNIVERSITY

Creative Director

Spearheaded branding efforts devised to strengthen market presence, increase sales, and enhance ROI.

KZS ADVERTISING

Art Director

Infused a fresh perspective on a wide range of new and existing accounts from Audiovox and Jensen to Winthrop University Hospital.

EDUCATION

Bachelor of Fine Arts

Graphic Design

ALFRED UNIVERSITY

Alfred, NY

CERTIFICATIONS

Web Design & E-commerce Development

HENDRIKS INSTITUTE

Mac OSX Help Desk

APPLE TRAINING FACILITY