

# BREE RUBIN

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ARTIST, DESIGNER, PROBLEM-SOLVER

## STORY

I am a dynamic creative professional with a variety of skills and a wide range of experiences that lend themselves to my unique ability to solve any problem and take the lead. I am always on the hunt for interesting people with exciting new challenges where I can be a part of creating something fantastic!

## SKILLS

User Experience/Interface design  
Product Development  
Graphic/Brand/Identity design  
Web/Mobile/Interactive design  
  
Commercial/Book Illustration  
Icon Design  
  
Design Curation  
Project Management

## PLATFORMS

Adobe Creative Suite  
Omnigraffle  
Axure  
  
HTML5/CSS/Bootstrap  
Javascript  
Wordpress  
  
Processing, Arduino  
Open Frameworks

## RECENT EXPERIENCE

### **Abeon Travel** (January 2015 – Present)

Abeon Travel, a special-needs travel startup, wants to launch their app and revolutionize travel for persons with special needs. I worked closely with the founders and their dev team to hone their great ideas into the perfect product. I am also developing a fresh, exciting identity for their projected app launch in summer 2015.

### **Ideel** (December 2014 – April 2015)

Recently acquired by Groupon, fashion flash sale site Ideel sought to completely overhaul and update the sign up and log in experience for their members-only site. After designing a flow that would significantly increase email captures as well as dramatically reduce user friction, Ideel hired me to also design the UI and visuals for that and other areas of their responsive site.

### **Planet360** (October 2013 – October 2014)

A soho-based digital and interactive design agency working in web and mobile. Brought on as lead UX/UI and product development, I had the opportunity to develop engaging, innovative experiences for multiple interactive platforms with clients such as Rockefeller Consulting, Metrie, and American Express. The agency, working on a wide range of sizable projects and relatively small team environment meant I was continually challenged to draw from my cross-disciplinary skill set and unique perspective.

### **Curious Brain** (July 2011 – September 2013)

A small agency with big clients! I worked on an exciting range of projects in various capacities from web design and UX/UI design to product development and identity design. The CB Creative Director came to appreciate my ability to take on new and unfamiliar roles and trust my design sensibilities. Our clients ranged from private entrepreneurs to household names like WebMD and Atari.

### **Thingle** (February 2012 – October 2012)

Thingle is a social shopping and sharing platform that hired me in its infancy to consult on marketing and outreach models. Over time, I became one of the head curators for the site's curated content, organizing magazine-like events and managing an international team of curators across the US, Europe, and Asia.

## ED.

**MFA Design and Technology** Parsons (May 2012)