

## EXPERIENCE

### HIGH 5 GAMES, NEW YORK, NY • 2011-PRESENT DIRECTOR OF EXTERNAL DEVELOPMENT • ART DIRECTOR

- Maintain a close relationship with external studio consultants to ensure creative design deliverables. Define and project specifications to meet business objectives and revenue goals.
- Monitor progress of ongoing creative design projects; provide guidance and leadership to address and resolve promptly, accurately, effectively, any issues or problems that may arise.
- Ensure the highest quality standards in all creative design deliverables.
- Lead 'postmortem' review sessions for assigned projects; utilize information from review sessions to recommend best practices for design strategy, concept creation, visual innovation, and execution.
- Serve as a coach and mentor; provide coaching and feedback on specific skill development and encourage employees to pursue upward and lateral growth opportunities to enhance expertise and drive career development.
- Support the creative teams by pitching in at any level and effectively working across the organization to meet the needs of the business.

## HIGHLIGHTS

- Created High 5 Games top monetizing products for domestic and European markets, **Valkyrie Queen**, **Gypsy** and **Legends of Troy** slot games.
- Created High 5 Games/Sci Games/Ballys successful monetizing product for domestic land-based markets, **Shadow Diamond** slot game.
- Since 2013, conceptualized and created 61 games.
- Achieved company goals and objectives for 2014 and produced 31 new games on time and under budget.
- Shipped 25 Games onto on multiple platforms. 8 games converted to land base and delivered to our clients.
- Established the Live-Action Photo Shoot process to expedite production and creation of game assets.

### **RUIZ CREATIVE • 2008-2011**

#### **Freelance Art Director and Illustrator**

Major League Baseball, 20th Century Fox, Marvel, Ogilvy & Mather, Saatchi and Saatchi, McCann-Erickson, Harte Hanks, Concept Farm, MPG Media Group, Kingstone Publishing, Oxford Publishing.

### **PEARSON EDUCATION, Upper Saddle River, NJ • 2007-2008**

#### **Lead Designer**

A leader in Education, creating and providing instructional curricula and educational services through cutting-edge technology. Lead Designer on High School literary curriculum.

### **COMMUNITY FOUNDATION FOR JEWISH EDUCATION, Chicago, IL • 2004 – 2007**

#### **Art Director**

A support foundation of The Jewish Federation of Metropolitan Chicago. Its mission is to advance imaginative, compelling, collaborative, experiential Jewish education. Homeland: The illustrated History of the State of Israel is an award winning graphic novel focusing on Jewish history and education.

### **METRON PRESS/ABS, New York, NY • 1999-2004**

#### **Art Director**

ABS is a non-profit organization that has been engaging individuals in Biblical publishing and distribution for nearly 200 years. Established and maintained parent organization's publishing imprint and launched a graphic novel product line.

### **ADDITIONAL EXPERIENCE**

**Senior Graphic Designer/ Young & Rubicam, New York, NY 1995-1999**

**Art Director, International Thomson Publishing Co., New York, NY, 1993-1995**

**Designer, Macmillan/ McGraw-Hill, New York, NY 1992-1993**

**Art Director, R.H. Macy & Co., New York, NY, 1989-1992**

### **Expertise in:**

Art Direction | Game Design Studio Management | Story line Development | User Experience Design | Cinematography | Multi-media illustration | Story Boards & Animatics | Digital Painting | Website Development | Live Photo shoot Direction | Project Planning

### **Skill Sets:**

Adobe CC, Painter, Brush, traditional artist in oil and mix-media. Digital Painting, MS Power Point, Sculpting, Prosthetic Creation.

### **Education**

Art and Advertising • New York City College of Technology  
New York, NY • 1989