Kenny Rub

Pronounced Roob*

Graphic Designer

kennyidanrub@gmail.com

347.598.3593

Expert in branding, marketing materials, motion graphics, and digital design.

Combine creative vision with practical problem solving.

Work across industries, while ensuring clarity, consistency, and strategic alignment.

Collaborating with cross-functional teams to deliver impactful, audience-focused design solutions.

Portfolio

kennyidanrub.com

Education

Bachelor of Science
Graphic Design
Queens College

Professional Certificate
UX Design
Google Career Certificates

Skills

- Art Direction
- Creative Development
- Brand Management
- Visual Identity & Brand Consistency
- Creative Project Management
- Design Oversight & Quality Control
- Graphic Design
- Typography & Layout
- Print & Digital Design
- Catalog Design & Production
- Social & Digital Content
- Motion Graphics
- Video Production & Editing
- Photography
- UX/UI Design

Software

- Adobe Creative Suite
  Illustrator, Photoshop, InDesign, After Effects
- Figma
- Wordpress
- HTML
- CSS

WORK EXPERIENCE

NER MITZVAH / NATHAN'S COLLECTION

September 2025 – Present
CREATIVE MARKETING MANAGER
Bayonne, NJ

- Review and refine creative concepts and designs for catalogs, advertising, social media, and websites.
- Establish and maintain brand guidelines for typography, color, imagery, and overall visual identity.
- Oversee the design and production of seasonal print and digital catalogs across company divisions, ensuring brand consistency, visual quality, and accuracy throughout.
- Oversee catalog quality control, reviewing imagery, barcodes, product content, and copy for accuracy, consistency, and errors.
- Develop creative assets for social media and websites, including promotional graphics, product photography, and videos for new product launches.
- Source and manage freelance illustrators and creative vendors, developing project briefs, providing creative direction, and refining deliverables to meet company requirements.
- Manage product packaging and labeling compliance, tracking required legal warnings for individual products and ensuring all materials meet regulatory and production requirements.
- Restructure and standardize artwork file organization, naming conventions, and version control to maintain an accurate, organized library of approved final assets.
- Track artwork revisions and coordinate updates to master files to ensure accuracy and consistency.

TORAH ACADEMY OF BERGEN COUNTY

2024-2025 School Year
GRAPHIC DESIGN TEACHER
Teaneck, NJ

- Develop a comprehensive graphic design curriculum that meets the needs of students.
- Teach foundational graphic design techniques, including Adobe Creative Suite (Photoshop, Illustrator), typography, hierarchy, and layout design.
- Guide students through hands-on design projects that encourage creativity, problem-solving, and critical thinking.
- Evaluate student performance through assignments, projects, and assessments, providing constructive feedback and support to foster improvement.

KāMIN HEALTH URGENT CARE

January 2018 – December 2024
ART DIRECTOR // GRAPHIC DESIGNER
Queens, NY

Print Design

- Oversaw all design and branding, including a redesign of the company art direction, creating new brand guidelines and an updated logo.
- Designed all patient-facing materials, including brochures, flyers, banners, stationary, ads, window wraps, vehicle wraps, bus stop ads, signage, apparel, and promotional items.
- Produced multiple issues of a patient magazine; masthead, layout, ads, and infographics.

Digital Design / Social Media / Web

- Designed motion graphics and animated web ads.
- Managed multiple social media profiles, creating designing and posting new content;
- Redesigned, updated and managed the website using WordPress and CSS.

PRIORITY HEALTHCARE GROUP

March 2017 – September 2017
CREATIVE DIRECTOR // GRAPHIC DESIGNER
Valley Stream, NY

- Oversaw all design aspects of the company, including the design of brochures, flyers, banners, ads, ID/business cards, invitations, and vehicle-wraps.
- Produced video advertisements (video capture & editing) to showcase PHG's variety of nursing homes.
- Redesigned, updated and managed the website using WordPress and CSS.

MAIMONIDES MEDICAL CENTER

January 2015 – March 2017
MULTIMEDIA COORDINATOR
Brooklyn, NY

- Using motion graphics, animated digital informational signs displayed throughout the hospital.
- Produced video bios to showcase skills and experience of specific doctors.
- Distilled complex concepts into visually compelling infographics, using design principles to create intuitive, easy-to-understand visuals that improved engagement.
- Created logos, invitations, signage and digital collateral for fundraising events.
- Designed elevator wraps, billboards, signage, brochures and flyers for promotion.