

TATIANA RUBAS

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SUMMARY

With 10+ years of multidisciplinary experience across branding, marketing, photography, art, music, and event production, I craft visual communication that empowers brands and connects them to their audiences across platforms. My passion is making pixels feel like they have a heartbeat through motion and graphic design.

AREAS OF EXPERTISE

- ✓ Motion & Graphic Design
- ✓ Brand Identity & Storytelling
- ✓ Modular Design Thinking
- ✓ Video Editing & Photography
- ✓ Performance Marketing & 360 Campaigns
- ✓ Creative Automation & AI Workflows

EXPERIENCE

Crispin

04/2023 - 07/2025

Motion and Graphic Designer

- Boosted ROAS and helped drive a 30% YoY revenue increase by designing and animating high-performing assets for Meta, TikTok, and Pinterest, YouTube, web, print. Led A/B testing to refine creative strategy and maximize campaign performance.
- Evolved static designs into compelling motion content, optimized for multi-platform use (web and social) that drove a 40% lift in overall engagement; leveraged performance analytics to iterate and optimize creative across platforms.
- Turned raw, copy-heavy UGC into high-performing, revenue-driving assets—elevating content through motion design, branding, and platform-specific edits that boosted retention and conversions.
- Built scalable animation systems and modular design libraries, integrating AI tools and Celtra Ad Builder to streamline workflows, speed up production, and scale creative across high-volume campaigns.
- Partnered across strategy, media, and ops—translating business objectives into high-performing assets that balanced craft, clarity, and speed.

Tools: Adobe Creative Suite: After Effects, Photoshop, Illustrator, Premiere Pro, Media Encoder, InDesign, Express, Firefly, Stock, XD; Celtra Ad Builder, Figma, Cinema 4D + Redshift, Google Workspace, Microsoft Office, SharePoint, Keynote

Whalar

01/2022 - 04/2023

Graphic Designer

- Art-directed and designed editorial-style pitch decks, transforming creator content into compelling brand narratives—partnering with Marketing Strategy and Creator teams to clarify messaging and drive campaign alignment.
- Designed styleframes and storyboards, optimized production-ready assets, enabling video producers to deliver dynamic, client-focused animated content.
- Created branded marketing collateral and social media content optimized for platform specs, amplifying audience engagement across channels.
- Produced and optimized, print-ready designs for company merchandise and Cannes Lions assets, ensuring strong alignment with brand strategy and objectives.
- Led cross-functional design of internal communications—reports, presentations, email templates, and engagement materials—driving team alignment and reinforcing brand consistency.

Tools: Adobe Creative Suite: After Effects, Photoshop, Illustrator, InDesign, InDimension; Figma, Cinema 4D + Redshift, Google Slides & Workspace, Keynote, MailChimp

Jerry Services Inc.

12/2020 - 01/2022

Graphic Designer

- Introduced 3D design into the brand's visual language, boosting Instagram engagement by 35% and follower growth by 15% while maintaining brand consistency.
- Led brainstorming sessions with the Social Media Strategy Team to shape the brand's visual language and translate it into engaging social media marketing across platforms.
- Developed web pages and versatile suite of communication templates—newsletters, reports, and email campaigns—strengthening brand visual language across business channels.

Tools: Adobe Creative Suite: After Effects, Photoshop, Illustrator, InDesign; Figma, Miro, Cinema 4D + Redshift, Google Slides & Workspace, Keynote, MailChimp

Independent Contractor

01/2018 - Present

Graphic Designer/ Brand Designer/ Photographer/ Artist

- Delivered end-to-end branding for small businesses, including logo design, visual branding style guides, and scalable systems of branded assets.
- Shot and produced photo and video assets for private events (weddings, corporate meetings), portrait sessions, product photography, and promotional campaign visuals.
- Designed full websites, landing pages, website mockups; created a full UI system for a custom business management software
- Created commissioned pieces of fine and applied art.

Tools: Adobe Creative Suite: After Effects, Photoshop, Lightroom, Premiere Pro, Illustrator, InDesign; SketchUp, Figma, Cinema 4D + Redshift, WordPress, Wix, Google Workspace, DSLR Canon 5D Mark III, Zoom and Prime Lenses, Flashes

Infinity Squared Productions

09/2013 - 12/2020

Co-Founder/ Account & Operations Lead

- Managed social media channels and led content production for brand marketing—including editing video/photo assets, scheduling content, and tracking engagement.
- Developed and executed brand strategy across platforms, ensuring visual consistency, audience relevance, and alignment with business objectives.
- Led and managed end-to-end production for live events, including festivals, brand activations, and corporate shows; directed technical crews of up to 15 people in executing complex audio, lighting, and video setups.
- Directed brand communications and managed client relationships from pre-production through post-event—ensuring clear documentation, timely updates, and high-quality client experience.
- Designed and implemented full suite of branded business documentation including service agreements, invoices, change orders, and client-facing communications.
- Acted as primary account manager for client communications—tracking event updates, change orders, documentation, permits, and special requests across timelines and teams.

Tools: Adobe Creative Suite: Photoshop, Lightroom, Premiere Pro, InDesign; Microsoft Office, Custom-built Database, DSLR Canon 5D Mark III, Zoom and Prime Lenses, Flashes, AV systems, Projection Systems, Lighting Systems

EDUCATION

New York City College of Technology, CUNY - Communication Design, BFA

SAE Institute North America - Electronic Music Production Certificate, EMP

Omsk State Pedagogical University - Linguistics, Associate's