

LEE RUELLE

leeruelle.com/portfolio | linkedin.com/in/leeruelle
h 212.388.0354 | c 203.571.7462
leeruelle@gmail.com

SUMMARY UI/UX designer fluent in digital, mobile, and print media. Collaborates with clients and stakeholders to execute user-centered designs for target audiences that increase conversions and surpass project goals. Extensive background in upscale publishing and marketing.

SKILLS Sketch, InVision, CMS's, text editors, HTML, CSS, Adobe DPS (Digital Publishing Solution), Adobe CS (Creative Suite: InDesign, Photoshop). Ability to communicate clearly, and justify reasoning behind user interface and experience.

EXPERIENCE **RUELLE DESIGN, New York, NY**
freelance UI/UX designer • principal | 2015-present

Execute strong designs, easy-to-use interfaces, and help clients build best products possible. Collaborate with stakeholders to meet and surpass project goals. Seek feedback at every stage of process—from preliminary planning and ideation through release. Services include:

- content management systems
- User Interface and User Experience design
- branding
- wireframing
- interactive prototyping
- tablet design
- editorial design

VANITY FAIR | CONDÉ NAST, New York, NY
associate art director • assistant art director • contributing designer | 1997-2015

Art directed engaging and provocative designs for tablet and print editions with upscale audience. Collaborated with editor-in-chief, Graydon Carter, and award-winning design directors, David Harris and Chris Dixon.

- art directed and designed features and icons for launch of inaugural tablet edition
- designed regular monthly features for tablet editions
- art directed and designed wide range of features, special sections, supplements, and portfolios
- commissioned illustrations
- mentored junior staff, freelancers, and student interns

EDUCATION MARKETING GROUP | SCHOLASTIC, New York, NY
art production manager | 1995-1996

Initiated workflow procedures for custom publications. Managed and supervised art production staff. Participated in client presentations and conferences with diverse corporate sponsors.

- AT&T
- Discover Card
- U.S.D.A.
- Corning
- Nike

EDUCATION Pratt Institute, M.F.A.
University of Wisconsin, Madison, B.S. in Art

PORTFOLIO leeruelle.com/portfolio