

Ricky Rubin

2605 Market Street #4 | 415 203 7305 | rick.rubin@abc.com

Objective

Follow communication trends and develop smarter, intuitive interfaces for broadcast and web graphics production. Smooth transitions between the technical and creative aspects in development and deployment.

Education

BA | 1985 | COLORADO STATE UNIVERSITY

- Broadcast & Speech Communications
- *Minor:* English; Creative Writing
- *OTJT:* Office of Education Media – Classroom-Studio Production; *National Technological University (NTU)*

Skills & Abilities

CERTIFICATION

- Viz RT: Guru Conference, 2013
- Apple: Apple Pro Trainer | Shake, 2003
- Adobe: Adobe Trainer | Advanced AE, 2002

MANAGEMENT

- Project Manager for Broadcast News Graphic Package at KGO since 2006. Duties required coordination between newsroom operations, daily production and the offsite team adapting the KABC broadcast package. Duties also include UI development; User & Style Guide integration. Streamline user interaction for extremely efficient input.
- KGO Broadcast Package Design & Deployment. Translate package design from Photoshop into *Viz RT*. Develop User Interface tools for standard lower overlays, full screen results pages and very large studio displays.

TECHNICAL

- Develop, configure and maintain various automated display systems. Create automation tools using spreadsheets and virtual servers to drive news, programming tickers and FCC compliance messages.
- Configure & proof various system integration. Most recently configured *Viz RT* to work with Ross Overdrive MOS communication. Similar experience with *Grass Valley ITX* and the ancillary graphics systems.
- Familiar with FORTRAN, COBOL, Visual Basic & variants, AE scripting, Miranda & other Java variants within applications.

COMMUNICATION

- Lead production staff orientation sessions for graphics package operation. Take user interface feedback and refine programming. Encourage dialogue to find efficiencies for package development & user acceptance.
- Lead system training for Graphic Designers and share technical knowledge of various systems deployed at station. Translate technical concepts and operation for non-technical users.
- Member, KGO Taskforce Review Committee, established to resolve hardware and facility chronic Issues.

LEADERSHIP & MENTORSHIP

- Guest Presenter; San Francisco Unified School District, Lincoln High School Digital Media Center. “*A Quick History of Television from a Nerd’s Perspective*”. *From Ampex’s ADO to iPhone’s iMovie and a bit more.* Presentation, Q&A session with a focus television careers from a technical perspective.

Experience

GRAPHIC DESIGNER - DE FACTO DEVELOPER | KGO-TV | 2004 - PRESENT

- UI Developer and Co-Designer Sports Highlight Production package.
- Contribute to daily news graphic production along with technical support over automated display system.
- Special Projects Developer, AE and PS templates and efficiencies for Multi-Media Journalist packages.
- Developed automated message system for required FCC Kids Programming notices on ITX and Vertigo controlled from an Excel spread sheet.

VIDEO LAB MANAGER & FACULTY COMPUTER ANIMATION DEPT. | ACADEMY OF ART COLLEGE | 2001 - 2004

- Oversee the utilization of equipment resources, oversee budget plan for expansion; serving 1500 students per semester.
- Negotiate with vendors and specify equipment for infrastructure expansion.
- Oversee blue screen stage facility and staff.
- Coordinate and produce live student award events with multiple cameras and NLE playback.
- Instructor, advanced course on Flame-Smoke compositing, After Effects, Combustion, Final Cut.
- Coach and mentor students in pursuit of visual effects careers.
- Review operations with department directors, faculty and students to improve Video Lab services.
- Produce promotional material for the College for both print and broadcast.

ART DIRECTION & DESIGN | FREELANCE | 1998 - 2001

- Combine my technical and design skills as a private contractor.
- Contract work included Art Direction, software & equipment trainer, systems integrator.
- Demo Artist for Discreet Logic Products, balanced with freelance short term contract work with networks, agencies and equipment vendors.

MANAGING DIRECTOR | TANTRA PRODUCTIONS | 1999-2001

- Creative Director, Designer rolls. Multiple network launches and agency special effects projects.
- Integrate digital and video equipment with *Discreet Logic* software, *Digital Fusion*, *Avid*, *Adobe* and *Macromedia* products on various operating systems.
- Supervise and Technical Direct edit and design team.

FLAME DESIGNER - TECH DIRECTOR | DEEP BLUE SEA | 1995 - 1998

- Technical Director, Art Director, Designer/Compositor using *Discreet Logic Flame & Cosa After Effects*.
- VFX Production consultation and review for client proposals. Resolve difficult design for Agency VFX and retouch, tracking, roto-scoping, storyboarding, create web approval space.
- Design and execute broadcast network graphics for both domestic and international MSO.

SENIOR DESIGNER | CENTURY III @ UNIVERSAL STUDIOS | 1994 -1995

- Project Art Direction, VFX Supervisor for network package design.
- Design attraction graphics for the various theme parks in the Orlando area; *Sea World and Universal Studios*.
- Produce special effects for episodic *FOX Network* show, *Fortune Hunter*, produced and posted at *Universal Studios Florida*.

DESIGN & MANAGEMENT | CNN POST PRODUCTION | 1993 - 1994

- Varied role as Senior Designer, Compositing Editor and Associate Facility Manager. Design and execute graphics packages for *CNN Promotions*. Supplement graphics for various weekly series like *CNN Presents*, *News for Kids* and *Special Reports*. Set Design for *Jane Fonda's Make People Count*. Set design and branding elements for large studio displays.

ONLINE VFX EDITOR – TECHNICAL DIRECTOR | CROSSPOINT PRODUCTIONS | 1986 – 1993

- Online Editor, SFX Technical Director using *Abekas DDR*, *Grass Valley*, *Ampex* and *Sony* linear video editing solutions.
- Quantel Paintbox & Digital FX Composium Designer for national and regional clients, agencies.
- Offline & Online Documentary Editor for long form PBS programming. (*award winning*)

PRODUCTION MANAGER | KSNG-TV | 1985 – 1996

- Produce station advertising client based content from script to edit.
- Shoot & edit station promotional material.
- Shoot Breaking News Events.
- Direct-Tech Direct live nightly 5PM and 10PM news production.

STUDENT PRODUCTION ASSISTANT | OFFICE OF EDUCATIONAL MEDIA – COLORADO STATE UNIVERSITY | 1980-1985

- Projectionist, Audio Visual Assistant supporting various departments' daily courses.
- Tech Director, Robotic Camera Operation for National Technological University satellite course production.
- Audio & Video duplication Technician.
- Large media event operations include setting up multi-projector displays and Technical Director for image magnification.

VIDEOGRAPHER – SPORTS HIGHLIGHTS | ROCKY MOUNTAIN HIGH SCHOOL MEDIA CENTER | 1977 – 1980

- Cameraman for Physical Education Department.
- Cover Basketball, Volleyball and Football for post-game training review.
- Game Highlights Editor; assisted students apply for college by providing customized highlight reels.
- Media production; signs, instructional materials.

Film Related

SMOKIN' STOGIES | DI ROSA FILMS & VISION FILMS | 2001

- Fine Cut Editor
- Title Design & Credits Design

PURE X | PEOPLE PRODUCTIONS | 1999

- Title Design for Sundance Debut

Notable Antiquated Technical Knowledge

TECHNICAL SYSTEMS | ADVANCED OPERATION

- Discrete Logic on SGI; IRIX
- COSA to Adobe
- Macromedia
- Puffin
- Avid – EMC² NLE
- Quantel Paintbox and HAL Systems
- Sony Linear & Switching
- Digital FX Composium
- CMX Controllers
- Comprehensive Controllers
- Aurora Paint Systems
- Abekas DDR & Character Generation
- Ampex DVE, Linear & Switching

Awards

INTERNATIONAL & NATIONAL |

- Broadcast Design Association
- Emmys
- Silver Telly, *Documentary*
- Telly, *Documentary*
- Golden Mercury
- Chicago & New York Film Festivals.

Notable Achievement Details

- 1988 Silver Telly Award, :30 Retail Series
Compositing, Online Editorial.
- 1988 Chicago Film Festival, "Dial M for Marketing"
Self-promotion Film Design, Online Editorial.
- 1989 Regional MAC Awards, 5 Regional Multiple Category
Online Editorial, Post-Supervisor.
- 1989 New York Film Festival, Finalist
National Lung Association - "Cigarettes Are Drugs Too"
Online Editor, Post-Supervisor.
- 1989 Golden Mercury Awards, National PRSSA
National Lung Association - "Cigarettes Are Drugs Too"
Online Editor, Post-Supervisor.
- 1989 Addy District 10, Addy Presentation Graphics
Compositing/Design, Post-Production On-line Editorial.
- 1989-92 President and Co-Chair, Congregation Tikvat Shalom
Denver's Alternative Jewish Congregation.
- 1990 Telly Award, "Taming the Devil" - Tour De Trump Documentary
Offline, Online, Special Effects Editor.
- 1990 Addy District 10, Retail Commercials
Special Effects Compositing/Design.
- 1991 Emmy, "Weavers" documentary for the National Textile Museum.
On permanent display at the Smithsonian Western Exhibit.
- 1992 Art Director for the "No On 2" campaign, Colorado's
Human Rights initiative against discrimination.
- 1992 Facilitation course work, "*The Experience*" from The Experience, Inc.,
Leadership mentoring program for group facilitation, group dynamics
and communication techniques.
- 1992 Scholarship recipient - Facilitation course work, "*The Intensive*"
from The Experience, Inc., a program for advance group
facilitation focusing on teamwork building,
strategic planning, and fiscal development techniques
for business and political organizations.
- 1993 Vision 2000 delegate, Blue Ribbon panelist to formulate
National political strategy for human rights organizations.
Formulated national political strategy at grass roots level.
- 1993 Emmy, "Spirits of the Rainforest", Discovery Channel
Special presentation, Editorial/Visual Effects.
- 1993 Holocaust Awareness Project, Co-creator-presenter
to chronicle the unique groups that experienced horrible tragedies
During the Holocaust from a local perspective.
- 1993 Set Designer, series production for "People Count"
Turner Broadcasting, Jane Fonda special projects.
- 1994 Alumni Recognition Award, Colorado State University
Department of Speech Communication,
Recognition of achievements.
- 1995 Presenter, International BDA Convention, Washington D.C.
"*Earthtown In Motion*" - panelist and presenting artist.

- 1996 Puerto Rico - Addy for Visual Effects,
Ricky Martin travel promotional in collaboration with
Young and Rubicam.
- 1997 Board of Directors Officer, Congregation Etz Chaim
Editor/Publisher Zei Gazundt Gazette Newsletter.
- 1997 Stars of the Rainbow Award from Community Center of
Ft. Lauderdale. for work design and execution of Congregation
Etz Chaim's Zei Gazundt Gazette Monthly Magazine.
- 1997 Emmy in collaborative design work with Deep Blue Sea
Miami Heat open on UPN33 - Miami.
- 1998 Broadcast Design Award, Latin American Conference
in collaborative design and execution work with Deep Blue Sea
for Nickelodeon on Telemundo
- 1999 International Broadcast Design Award, Latin American Conference
in collaborative design and execution of promotional package for
Sony Entertainment Corporations AXN Network.
- 2000 Miami Ad Federation Golden Addy, Miami Herald - Soul of Sports Campaign
Overall Design, Editorial, Music & Sweetening Direction
-