

JUSTIN RUDY

Production Designer / Graphic Designer / Solid Dude

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Details & Skills	Experience & Profile
Education The Art Institute of Seattle Graphic Design & Illustration Core Tools ★ Adobe CC (Photoshop, Illustrator, InDesign, Acrobat) ★ Figma ★ Google Web Designer ★ Dreamweaver	Professional Summary Senior Production and Graphic Designer with over 10 years of experience turning high-level creative concepts into flawless, cross-platform campaigns. Operating in the sweet spot between creative ideation and clean execution, I specialize in asset development, brand consistency, and building scalable systems. Known for obsessive attention to detail, fixing broken files, and ensuring every asset—from print packaging to digital banners—ships looking better than expected. Experience Senior Production Designer IMA New York, NY Jul 2022 – Present <i>Drive end-to-end production for global campaigns across print, digital, mobile, and retail environments for major brands including Adidas, Dr. Martens, and Reebok.</i> • Translate creative concepts into clean, scalable, multi-format assets, ensuring brand consistency across massive global rollouts and regional adaptations. • Manage complex file specs, naming conventions, and final rollout packages with strict quality control. • Collaborate directly with art directors, UX teams, and

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AI & Tech ★ _____ ChatGPT ★ Google Gemini Core Competencies ★ _____ Asset Development ★ Print & Packaging ★ Dielines & Mechanicals ★ Prepress & QC ★ Localization & Versioning ★ Project Management	developers to bridge the gap between aesthetic design and functional, platform-ready execution. • Develop comprehensive toolkits and production decks to streamline global asset creation. • Key Clients: Adidas Originals, Adidas Skateboarding, Dr. Martens, Reebok, Brooks, Hisense, Axis Capital, Triumph. Freelance Graphic & Production Designer Freelance New York Metropolitan Area Apr 2018 – Jul 2022 <i>Partnered with brands across fashion, tech, lifestyle, and CPG to deliver both conceptual design and final production-ready assets.</i> • Designed a wide range of digital content, including web graphics, email campaigns, social media assets, and digital ads. • Built pitch decks, event signage, and large-scale in-store displays from initial concept to final output. • Executed technical production tasks including dieline creation, mechanicals, color matching, prepress QC, and vendor handoff. • Established brand libraries, rollout systems, and visual guidelines for fast-growing marketing teams. Senior Graphic Designer Tag New York, NY Jun 2014 – May 2018 <i>Operated at the center of global creative operations, producing high-volume, high-precision assets for leading fashion, luxury, and B2C brands.</i> • Adapted and localized global campaigns across print, OOH, retail, and digital platforms, occasionally managing up to 14 regional variations simultaneously.

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	● Built and maintained production-ready files for diverse formats, scaling from magazine spreads to 60-foot OOH storefront graphics. ● Collaborated across time zones with art directors, project managers, and print vendors to ensure seamless technical handoffs. ● Maintained strict brand alignment and perfect consistency with master brand guidelines during rapid, mid-project pivots. ● Key Brands: Levi's, Uniqlo, Reebok, Jaguar, Johnnie Walker, H&M, Cartier, Coca-Cola.