

# ARIEL RUFF

DEVELOPER | PHOTOGRAPHER | TECHNOLOGIST | DESIGNER

## Skills://

**Full Stack Web Dev:** HTML | CSS | SQL | Python | GAE | JS | PHP  
**Design:** Adobe Photoshop | Adobe Illustrator | Adobe InDesign  
**Audio & Video Editing:** Sony Vegas | Adobe AfterEffects | Audacity

**Photography:** Product & Food Photography  
Adobe Lightroom | Google Nik Collection  
**Other:** General IT | Product Development | Copywriting

## Professional Experience://

### **Blu Label Premium - Graphic Designer, Product Designer, Owner**

New York, NY | 02/2016-03/2017

- Designed & crafted business from the ground up. Including:
  - Payment Gateway Setup & Management
  - Website Design & Restructuring ([www.blulabelvape.com](http://www.blulabelvape.com))
  - Product Recipe (Flavor profile & ingredient composition)
  - Bottle Design (Established bottle supply & designed labeling/look & feel)
  - Created a sustainable & scalable operation, enabling steady growth while insuring cover for rapid growth.
- Managed day to day sales, ensuring customer satisfaction throughout sales process achieving 50+ sales without issue.
- Created a supply chain focused on low cost manufacturing, enabling a 500%+ markup while matching competitor pricing.
- Art Assets Created: Advertisement | Bottle Labeling | Business Cards | Packaging Assets | Social Network Assets | Website Assets

### **The City of New York (CB 02, Manhattan) - Research & Data Acquisition Specialist (Contracted)**

New York, NY | 2015

Collected specialized information on building apartments located in the community district in order to create an accessible database for future use by the City of New York. The task was specifically targeting apartments with JWLQA status.

- Acquired all apartment data for the given area independently.
- Developed strategies for systematic mapping of building data specific to the needs of the community board.
- Compiled and simplified acquired data.
- Demonstrated efficient collection of data at a rapid pace while maintaining accuracy.

### **Community Board 12. Manhattan - IT Temp**

New York, NY | 2014-2015

- Established Community Board 12's mass emailing system, connected and advised on the system.
- Designed the Community Board's current header.
- Performed standard office tasks as needed.

### **Office of the Manhattan Borough President - Technology Intern**

New York, NY | 2014-2015

- Experimented with the application and implementation of open-data collected citywide.
- Drafted a system in which data can be used and viewed by citizens of New York via a website.
- Suggested ways in which data can be aggregated for use when addressing common complaints voiced by citizens.

### **AR30mm Photography - Professional Photographer**

New York, NY | 12/2012-Present

- Have taken professional product shots for several customers either in light-box or live environments.
- Managing several social outlets as a market for selling content (photographs as well as photography as a service).
- Currently monetizing stock photography through Shutterstock and Getty images.
- Created AR30MM logo look and feel.
- Currently creating a feature photo-book for release in Q4 2017.

EXPERIENCE CONTINUED ON PG. 2

## Education://

### **Udacity**

Full Stack Web Developer Certification

New York, NY

2017

### **New York City College of Technology (CUNY)**

35 Credits towards a B.S. Computer Science

Brooklyn, NY

Last GPA: 3.3

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## Professional Experience:// (Cont.)

### **Nintendo World Report**

*Writer, Video Web Series Producer, Podcast Contributor*

01/2013

- Covered several aspects of the video game industry including writing news articles and product reviews.
- Independently created and produced a video series for the site titled "Inside the Bubble: Nintendo News",
- Featured on several in-house podcasts including the organization's "Annual NWR Live Podcast Telethon for Child's Play".

**New York, NY**

08/2012-

### **City Council Campaign District 10**

*New Media Specialist*

07/2009-11/2009

- Managed the campaign's new media needs.
- Redesigned and regularly updated the campaign's Wordpress based website.
- Managed the campaign's internet and social media arms including, handling all incoming emails to the candidate's email address as well as managing the candidate's Facebook account.
- Created and designed all campaign literature including newspaper advertisements, campaign mailers, and distributed fliers via the use of both Adobe Photoshop and InDesign CS4.
- Managed VOIP accounts as well as the setup of automated phone calls.

**New York, NY**

07/2009-11/2009

### **Transmedia Corporation**

*Graphic Designer & Copywriter for Glide OS Instruction Manual*

11/2008-03/2009

- Drafted and created a web-manual for the company's premier product GlideOS (a cross-platform web desktop) with the use of Photoshop and InDesign.
- All aspects of the web-manual were created by myself including content layout, graphic design, as well as instructional text.

**New York, NY**

11/2008-03/2009

## Projects://

### **TwoYork Cakes**

*Website & Company Development*

- Developed the online bakery retail website [twoyorkcakes.com](http://twoyorkcakes.com) using HTTP, CSS, and Java Script.
- Created all respective company logos as well as website graphics using Photoshop CS5.
- Photographed all product photos for the site.
- Created a simple back-end shopping cart system which makes use of MySQL.

**New York, NY**

2012-2013

### **New York Local Hub**

*Website*

2012-2013  
Currently developing a website, targeting New York city citizens, which will be a sort of community hub. The project pulls from several NYC live open databases in order to provide users with crucial information about their neighborhoods.

**New York, NY**

2012-2013

Samples provided at request :)

[Link to portfolio](#)

[Linked in /arielruff](#)

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