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OLYMPIA SALES, INC.

Enfield CT

Creative Director 5/99 to 2/09

Responsible for the design, art direction and management of all the company's product lines, including Everyday and Seasonal designs, business-to-business Christmas cards and calendars (Enfield Stationers), retail greeting cards (Fravessi Greetings and Paper Street) and fund-raising social expression products (Olympia Sales), as well as a variety of products specifically designed for private placement. Managed all aspects of development including design planning, art direction, editorial, lettering, color separations and press approvals.

- Served as creative director and product manager for the company's 2,000 SKU product lines. Responsible for design, editorial direction, line balance and development of all new products.
- Responsible for all costs associated with Olympia product lines, including art, editorial, lettering and color separations.
- Annually evaluated products and product lines for price point, caption, and design, and executed modifications as indicated by this analysis.
- Dramatically reduced average art cost up to 75% by aggressively utilizing royalty-free stock photos, licensing designs from outside resources, and reworking existing designs.
- Supervised a staff of graphic designers, an art director and support personnel.
- Managed the work of freelance artists and outside (overseas based) design services.
- Created and introduced a new collection of higher priced, upscale greeting cards called *Just the Right Words* for company's new retail line, *Paper Street*. This line was profitable from the time it was introduced in the marketplace and created a new client base for the company. Managed the activities of product consultants, freelance/in-house designers and freelance writers in execution of 48 unique designs, in 3 distinct formats, completing entire project in under 3 months. Based on the success of this initial offering, the line was expanded to its present size of over 135 designs.

SANGAMON, INC.

Taylorville IL

Senior Creative Director 1993 to 1999

Creative Director 1992 to 1993

Planned and directed Everyday line (2,500 designs) and Seasonal line (3,000 designs) with final approval of art, layout, editorial, lettering, color separations and print runs.

- Managed and scheduled the activities of art directors, editors, lettering artists, photographers and illustrators in the execution of traditional, humorous, juvenile and alternative designs styles.
- Successfully managed a two-year line expansion of 500 Everyday designs. Sourced and managed the activities of five independent design firms; planned and pre-costed the entire expansion, bringing the project to completion on time and within budget.
- Supervised and art directed on-location photo shoots.
- Created and supervised the production of point-of-purchase materials in support of retail product sales.
- Worked with Cost Accounting in developing a product cost matrix which assisted the company in planning and accurately estimating the cost of complex product line changes and/or additions.
- Created and executed 7-10 themed collections annually, including market research, management presentation, art direction, and copy editing.
- Worked with licensing agents and licensors in the concept, development and execution of licensed products, including Tom and Jerry™, Betty Crocker™, The Heritage Collection and Paddington Bear™.

GIBSON GREETINGS, INC.

Cincinnati OH

Senior Art Director, Humorous Everyday and Seasonal Product Lines 1990 to 1992

Senior Art Director, Everyday Product Line 1988 to 1990

Planned and directed an everyday line consisting of 2,500 designs. Subsequently assigned overall responsibility for the direction and development of company's expanded Humorous and Studio lines, both Seasonal and Everyday, as well as certain alternative product lines.

- Worked directly with in-house editors in reviewing and approving copy.
- Art directed and assigned work to over 35 in-house and freelance artists.
- Directed the activities of in-house and freelance artists in developing and designing licensed products, including Disney™, Flavia™ and Jumpstart™.
- Planned, assigned and directed *A Woman's View*, the best selling in-line promotion of alternative designs from company's new 32' display of contemporary greeting cards that increased the sales of studio and alternative cards by 20%.

- Trained inexperienced artists, many who were new to the workplace, in various humorous, studio and alternative illustration styles.

CURRENT, INC.

Colorado Springs CO

Creative Development Manager 1986 to 1988

Design Planning Supervisor 1982 to 1986

Senior Illustrator 1981 to 1982

- Planned and supervised design direction for product lines that increased total corporate sales from \$65 million in 1983 to \$130 million in 1987.
- Scheduled, directed and trained in-house staff of 10 illustrators and freelance staff of 25 illustrators.
- Chaired Art Assignment Committee whose members were responsible for selecting appropriate artists for all new products.

GIBSON GREETINGS, INC.

Cincinnati OH

Associate Art Director 1979 to 1981

- Planned and directed Humorous and Studio lines. Trained new artists in various greeting card styles and illustration techniques.

EDUCATION

- Columbus College of Art and Design–B.F.A. Advertising
- Springfield Technical Community College–Illustrator CS3
- Future Media Concepts, Boston–Adobe Illustrator Complete
- University of Missouri, Continuing Education Program–QuarkXpress
- University of Missouri, Continuing Education Program–Adobe Photoshop