




# ARIEL SAULOG

## GRAPHIC DESIGNER

### CONTACT

 Piscataway, NJ

 908.635.3966

 arielsaulog@me.com

 <https://rb.gy/9hmptm>

### EDUCATION

#### **Master of Business & Science UXD - Honors, GPA 4.0**

*Rutgers University - 2022*

#### **MiniMBA, GPA 4.0 Social Media Marketing**

*Rutgers University - 2020*

#### **Bachelor of Fine Arts Graphic Design - GPA 3.7**

*School of Visual Arts (SVA)*

### SKILLS

Instructional Design UX LMS designs for online learning, Python 3.8 coding, FAA Drone pilot license, Adobe XD, Figma, After Effects, Premiere, Final Cut Pro, Actionscript 3.0, Photoshop, Lightroom, Cinema 4D, InDesign, GIMP, Illustrator, Maya, Shake, Audition, Mac OS, Windows 11, Linux, HTML5/CSS3, digital and film photography and lighting, URSA Mini, Canon C100 & C200, colorist, illustration, storyboarding

### PROFILE

I'm interested in Senior Graphic Design roles where I can apply my marketing, visual design, and project management skills. In 2022, I graduated from Rutgers with a Master's in Business and Science, focusing on User Experience Design, and also earned a miniMBA in Social Media Marketing. I have hands-on experience in marketing, serving as the Lead Multimedia Designer and Videographer at Rutgers University, DoCS, Academic Media. Additionally, I've previously held the position of Art Director, overseeing both internal and freelance design teams.

### WORK EXPERIENCE

#### **Lead Multimedia Designer**, Rutgers University, Continuing Studies *July 2018–Present*

Designing Instructional, Web-based Interfaces and Videos for online and hybrid courses. Multimedia support Rutgers University working with Instructors and Instructional Designers. Studio Operations, Photography, and Videography support for Marketing and credit/non-credit courses. FAA Drone Licensed Pilot – Doing Aerial Video work for Rutgers

#### **Photography / Filmmaking Instructor**, Arts and Education Center *December 2015–July 2018*

Teaching styles, and aspects of photography, ISO, aperture, shutter speed, lighting, composition, creative production, Adobe Photoshop/Lightroom, as well as critique. Educating students in the process of filmmaking, such as scriptwriting, storyboarding, dialogue, camera handling, shooting style, lighting, directing, set design, and cinematography, as well as post-production, video editing, Adobe Premiere / After Effects, sound design, motion graphic (main title design), and digital effects

#### **Freelance: Art Director, Web Designer, Videographer, Motion Graphic Designer and Animator**

*Clients: Advertising agencies Ogilvy CommonHealth Worldwide, Premiere Vibes, LED, Johnson & Johnson, Janssen Pharmaceuticals, Roche Pharmaceuticals, Nav-Tool, CitiBank, and Fusion Autosports*

*March 2014–Present*

Managed, produced, designed, shot (Photo and video), and edited, and video promotional projects for company brand identity. Developed high-level concepts for consumer events to increase awareness. Identified the needs of the target audience. Supervised a multi-disciplined team of designers, developers, and copywriters



# ARIEL SAULOG

## MARKETING DIRECTOR

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### CERTIFICATION & TRAINING

**Salesforce AI for the Customer Service - badge**

*Salesforce Trailhead*

**HTML 5/CSS 3 Certification  
ActionScript 3 Certification**

*Middlesex County College*

**Compositing: Nothing Reel  
Shake Coursework**

*School of Visual Arts (SVA)*

**Autodesk Maya Modeling &  
Animation Coursework**

*Pratt Institute*

**C and UNIX Coding &  
Scripting Coursework**

*Bellcore, a subsidiary of Bell Labs*

**Motion Picture Film & Color  
Science Certification**

*KODAK FILM*

### UX PORTFOLIO

<https://rb.gy/9hmptm>

### FILM CREDITS

<https://rb.gy/pyym5t>

### WORK EXPERIENCE CONTINUED

#### **Motion Graphic Designer / Videographer / Photographer**

RnB Design, LLC

*Clients: BASF, Ricoh, Savin, Lanier, GE Healthcare, RathGibson, Chemetall, PCC Energy, and Lee Linear*

*August 2009–March 2014*

Managed, produced, designed, shot (Photo and Video), and edited all forms of media, including brochures, catalogs, newsletters, PowerPoints, tradeshow graphics, emails, direct mail, multimedia presentations, print ads, web ads, storyboards, videos, animations, and websites. Collaborated with clients and other team members to meet marketing, scheduling, and budget goals

#### **Post Production Supervisor and Art Director**, Cineric, Inc.

*June 1999–August 2009*

Produced and directed film productions with freelance and internal effects artists. Designed and programmed main titles, Digitally restored film, Edited film trailers. Film credit list includes: *Kissing Jessica Stein, Changing Lanes, Mr. Death, Invisible Circus, Sixth Sense, Shaft, Before Night Falls, Bring out the Dead, Astronaut's Wife, I'm With Lucy, Gerry, Forever Mine, Empire, Face, The White Countess, Funny Girl, and Dr. Strangelove*

#### **Freelance Motion Graphic Designer**, Assouline Publishing

*December 2005*

Produced commercial, promotional video, and motion graphic for Lifestyle

### HIGHLIGHTS

Honors 4.0 GPA for Master Business & Science, (School of Graduate Studies, Rutgers University), MarCom Gold Award for Advertising Campaign (BASF), GroundZero Honored Empathic Link "Site Of The Day", Dean's List (Middlesex County College), 3rd place – Logo Design Contest (Middlesex County College), Honorable Mention – USA Today and Colgate Design Contest (National), Award for Excellence in Computers (Piscataway High School)

### AFFILIATIONS

ADC NYC (Art Directors Club of New York), AIGA (Professional Association for Design), AENY (New York After Effects User Group), MakerSpace Rutgers University, NYC Motion Graphics Users Group, NY French Short Film Festival Board Member, SIGGRAPH, Apple Developer



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TO

### Hiring Manager

SEBS - Communications &  
Mktg

October 2023

### DEAR HIRING MANAGER

I appreciate your consideration of my application for the Senior Graphic Designer position. In my current role as Lead Multimedia Designer and Videographer at Rutgers University's Academic Media, I focus on Instructional Design, Education, and Marketing.

With a background in Graphic Design and extensive experience working with clients like BASF, RICOH, and GE, I bring strong web design and application development skills. Over the past two decades, I've also honed my expertise in the Motion Pictures and Advertising industry, specializing in motion graphics, special effects, video editing, and visual design (print).

I'm known for quickly adapting to new software tools, ensuring I stay current in this rapidly evolving field. I'm eager to discuss how my skills and experience can benefit your team and projects.

Thank you for considering my application. I look forward to the opportunity to further discuss my potential contributions.

*Sincerely,*

