

Ruben A. Rodriguez

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WEBSITES, PORTFOLIOS, PROFILES

- <http://linkedin.com/in/vnetproducts/>
- <http://vnetproducts.com/portfolio/>

SUMMARY

Graphic designer and web developer offering user interface design, development, and programming of web sites, web applications and services. I excel as on-staff graphic designer. Proficient in physical and digital media. Extensive experience in graphic design 4-color proofing, page layout and print media. Worked for many organizations in the areas of UI design, mobile solutions developer, web consultant, graphic design, application developer, and ADA 508 compliance consultant.

Knowledgeable professional with decades of comprehensive experience in driving development initiatives and advising on strategic planning. Successfully implemented projects that improved operational efficiency and stakeholder engagement. Demonstrated effective problem-solving and communication skills to foster collaborative environments.

EDUCATION

Art Institute of Fort Lauderdale, Fort Lauderdale, FL
Associates of Science (AS) in Visual Communications

CERTIFICATIONS

CompTia+ IT Fundamentals Certification
CompTia A+ Certification

WORK STATUS: U.S. citizen

LANGUAGES: English | Spanish | Native Bilingual

ACCOMPLISHMENTS

- **The Cigna Group** - Reduced micro-site build and load time by 33%, enabling site creation in under a week, Streamline vector graphics for custom components.
- **Cigna, Express Scripts** - Improved user experience by 15–20% for consumers exploring product features by refining Storybook documentation and simplifying navigation with intuitive design interface.
- **University of Connecticut Health Center, Department of Sponsored Program Services** – Designed & Developed an internal web application for fund reporting services, grant management and award and pre-award management. Designed an intuitive web user interface for in-house users of the new grants system.
- **Connecticut Department of Labor** - Re-design of the continued unemployment claims and benefits website to adhere to current ADA section 508 compliancy for Americans with disabilities.
- **Connecticut Department of Public Health** - Contract design website for AIDS and STD Awareness site for major at risk populations

COMPUTER SKILLS

- UI/UX design expertise
- Web development: HTML5 | CSS | JavaScript
- Graphic design and development software
- Animation, Web and Motion Graphics
- QuarkXpress Prepress file setup & management
- Microsoft Tools: Word, Excel, Power Point
- Adobe: Photoshop, Illustrator, InDesign, Figma
- Human-Computer Interaction (HCI) Design
- Conversational Design Methodology
- Section 508 compliance
- Asset, graphics and file management for Print
- GitHub | Jira | Confluence | Agile | SCRUM

GRAPHIC & MEDIA SKILLS

- 4-color proofing | Airbrush | Illustration | Product Packaging Design | Photography | Story Boarding |
- Minor Game Programming | Interactive Multimedia | Video / Audio for web Standards | Page Layout & Design
- Expert experience with QuarkXPress 5.0+ | Microsoft Tools: Word, Excel, Power Point

EMPLOYMENT HISTORY**Web & Graphic Designer****ACE Distributing LLC**, Plainville, CT**May 2026 - Present**

Graphic designer for banners, signs and large print material involving sales and promotion of company products and offerings. Supporting the sales staff and front office personnel with designs and material to manage company products and social media campaigns. Submittal of proper Formulas and Labeling for government review by the food and drug administration on the TTBOnline website.

- Website management and UI/UX design, working with in-house resources to collect information from focus groups on what services the site should focus on. Create related info graphics, images and logos.

Technologies: HTML | CSS | Adobe Suite | Browser Compatibility | Mobile Design | SEO | Section 508 compliance

Graphic Designer & Web Developer**Nov 2017 - May 2025****The Cigna Group**, Evernorth, Bloomfield CT

- Contractor to Hired staff for The Cigna Group, Health Care insurance related websites and micro-sites
- Consulted on User Interface and User Experience design with some Figma design application.
- Worked as team developer, media editor, and Front-Ed coder contributing 30% faster page builds on projects.
- Worked with SCRUM teams to code and develop web pages, graphics and micro-sites for Cigna global clients
- Created and edited vector graphics for custom developed components and mobile apps.

Technologies: HTML5 | CSS | SASS | Responsive design | GIT, JavaScript | TeamSite CMS | Photoshop | Illustrator

Graphic Designer & Web Developer**Exotic Signs**, Hypoluxo, FL**Nov 2000 - Dec 2008**

- Graphic designer working with Photoshop and Illustrator to produce Signs, Posters and Vinyl Signage for local businesses and companies.
- Fleet Vehicle Graphics and Jet ski, Boat aftermarket graphics, Logo design.
- In house Web designer for small business internet websites and web pages.

Technologies: HTML | CSS | Photoshop | Illustrator | Mobile Design | Vinyl Cutting | Large Print Graphics | Vehicle Wraps | Motion Graphics | Adobe Flash

CONTRACT EMPLOYMENT**Graphic / Front-End Developer - Office of the Vice President, University of Connecticut Health Center****University of Connecticut Health Center**, Farmington, CT**May 2012 - January 2017**

- Contracted for the University of Connecticut Health Center, Department of Sponsored Program Services as sole programming lead to with a goal to develop a web application for fund reporting services, grant management and award and pre-award management. With integration into Microsoft SSRS and Active Directory services.
- Worked with an in-house DBA using SQL database stored procedures to pull information from banner ODS system to generate reports and printable templates for data as well as a digital approval process of effort data.
- Developed a custom framework for tracking and assignment of employee effort and grant management to client specifications archiving a 95% engagement in the new pre-award management system.

Technologies: HTML5 | CSS | Mobile Responsive Design | ASP.Net | C# | Object Oriented Programming (OOP) | JavaScript | JQuery framework | Photoshop | Illustrator

Developr Consultant / Web Graphic designer**Connecticut Department of Labor**, Wethersfield, CT**Nov 2011 - March 2012**

- Contracted as a consultant / designer for the Connecticut Department of Labor to re-design their continued unemployment claims and benefits website.
- The project entailed creating a mock-up of the new design in Adobe Photoshop that was professional, elegant and easy for clients to navigate. The approved, the mock-up was converted into a working template that used JavaScript, CSS, Html to interface with the back end code built by the programmers. The layout of the mock-up and web page adheres to strict ADA section 508 compliancy for Americans with disabilities.

Technologies: HTML | CSS | Photoshop | Illustrator | Mobile Design | SEO Standards | ADA Sec. #508 Compliance.