

Abigail Rudner

designer.
director.
educator.

2011 Lost Lake Place
Martinez, CA. 94553
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about me

As an accomplished, creative director and designer with close to 25 years of experience, I work solo and along with teams providing art direction, and production services for a wide range of clients. Spanning both the interactive and print realms, we provide u.i. and u.x. design for web and mobile, illustration, package design, motion graphics, photography and more.

I am passionate about developing unique solutions and place high value on design technique, innovation, and technical processes. This translates into well executed, top-quality client deliverables and comprehensive customer service.

My flexible, multi-modal approach, empathetic perspective, and international background allow me to accommodate the needs of clients and transform them into powerful, creative products and solutions.



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MOBILE NUMBER



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EMAIL ADDRESS



www.rudner.com
WEBSITE

professional experience

1991 - present

PRINCIPAL CREATIVE DESIGNER AND DIRECTOR

Rudner Design Works, Martinez, CA

Provide freelance art direction, illustration, design, animation and photography for interactive multimedia and print. Designed and directed 3D modeling and other package design for pharmaceutical companies AmGen and Chiron. Other clients include: Riverdeep, Tower Records, Gensler, Microsoft, MacPhersons, Nordstrom, Fab Magazine, Starbucks, Lynda.com...

<http://www.rudner.com>

KEY PROJECTS

2004 - 2010

CREATIVE DEVELOPMENT

Big Fun Arts, Oakland, CA

Designed content and video-based lessons for a visual arts classroom online. The project was developed over a 6 year period to share and test my cross-media teaching ideas. As a result, I was awarded a multi-year tuition grant to study at The School of the Art Institute of Chicago, where I earned my dual Masters Degree in Art Education and Multimedia Studio.

2007 - 2010

GRAPHIC AND COURSE DESIGN

The Adobe Foundation, San Francisco, CA

Developed and designed a graphically rich curriculum for The Adobe Youth Voices and Teach the Teachers

education



School of The Art Institute of Chicago,
Chicago, IL
MAAE Art Education/Multimedia Studio.

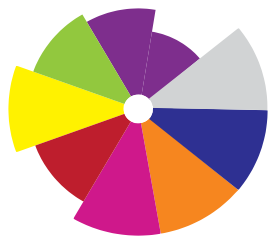


Parsons School of Design,
New York, NY
BFA Photography/Communication Design.



RI School of Design,
Providence, RI
Pre-college summer sessions in sculpture,
painting and photography.

adobe skills



more skills

Quark Xpress • HTML • CSS • JQuery • WordPress
SketchUp • ScreenFlow • Camstasia • Prezi
Microsoft Word • Microsoft PowerPoint and more...

certifications



Classroom Trainer



professional experience

programs. Designed armature for growth of digitally enabled classrooms in the SF Bay Area and Puget Sound in Washington State. Over 500 teachers (of students ages 14-18) learned to design and build relevant student centered content with Adobe tools.

2008 - 2009

WEB AND UI DESIGN

www.niot.org & Google Maps team

Designed national anti-hate crime web hub along with key stakeholders. The site connects communities around the country by using an interactive map, toolkits, lessons, videos and a blog, supporting the anti-hate movement across the U.S.A..

2006 - 2007

MULTIMEDIA DESIGN

Broderbund/Riverdeep

Designed interactive middle school science and math curriculum using illustrations, video, and animation for deployment on DVD and the web.

2007

ILLUSTRATION, INTERFACE CURRICULUM DESIGN & ANIMATION

Piczo

Collaborated with UK team partners to develop a fun, engaging educational tool demonstrating a social media site targeting youth ages 7-12. The app included a series of educational animations with a main character that guided young users.

2007 - 2008

SENIOR INTERACTIVE DESIGNER

After Midnight Inc.

Worked closely with creative directors and clients to design assorted direct mail and web-based marketing materials. Trained users and led their transition to interactive platforms.

1990 - 1995

ASSOCIATE DESIGNER

Campbell Soup Company International

Selected with 2 others to spearhead conversion from traditional to digital design. Created collateral and packaging for subsidiaries, (Godiva, Pepperidge Farm). Trained staff of 20 designers to use new platforms and software. Managed conversion of hundreds of traditional mechanicals to digital formats.

publications



Fireworks 8
Essential Training
by Abigail Rudner



Studio 8
Essential Training
by Abigail Rudner



Fireworks MX
Fundamentals
by Abigail Rudner



Dreamweaver MX
Hands-On Training
by Garo Green and
Abigail Rudner

awards and recognitions



Tuition Merit Grant

SCHOOL OF THE ART INSTITUTE OF CHICAGO
2009, 2010, 2011



WIRED Magazine

FEATURED IN TOP MEDIA PROJECTS ARTICLE
2009



Siggraph

COMPUTER GRAPHICS ACHIEVEMENT AWARD
2001



Philadelphia Art Directors Club

BEST PACKAGE REDESIGN FOR V8
1990

ABIGAIL'S
PINWHEEL
of
CREATIVITY

In relationship to the production of an artistic work, creative endeavors begin with an IDEA...

at the intersection of...

- 1 REFLECTION
- 2 INNER VISION
- 3 EXPERIMENTATION
- 4 PROCESSING
- 5 PRODUCTION
- 6 ASSESSMENT



Next, the process of creating a design outcome relating to or involving the imagination and original ideas takes place. This (sometimes recursive loop) cycles through six overlapping phases until the desired product is successfully completed!



FOLD HERE

FOR EASY RETRIEVAL

