



CARLY RUBIZOVSKY

Senior Graphic Designer | Brand & Web Creative Lead

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Award-winning creative lead with **18+ years** directing brand, web, and campaign design for clients including **Goya Foods, AutoNation, Broward Health, FAU, and DHL**. Equally fluent in creative strategy and hands-on execution, from the rebrand that landed the agency's first **seven-figure client** to daily production across print, digital, and OOH.

CORE COMPETENCIES

Strategy & Leadership: Creative Direction • Brand Strategy • Integrated Marketing Campaigns • Creative Leadership & Mentorship • Cross-Functional Collaboration • Project Management
Design & Craft: Visual Design • Web & Digital Design • UX/UI Design • Concept Development • Print & OOH • Email & Social Creative

TECHNICAL SKILLS

Adobe Creative Cloud • Figma • WordPress • Duda • HTML5 & CSS3 • Responsive Web Design • Shopify • SEO Fundamentals • Email Design • Google Web Designer • Agile & Scrum • Generative AI Tools

SELECTED CLIENTS

Goya Foods • AutoNation • Broward Health • Florida Atlantic University (FAU) • DHL

Ciena • Insight (Red Hat) • Miami Subs & Grill • Rick Case Automotive • The Village at Gulfstream Park • Doris Market • Dolphin Carpet & Tile • Toojay's Gourmet Deli

PROFESSIONAL EXPERIENCE

SUN SENTINEL MEDIA GROUP | Graphic Designer → Senior Graphic Designer

Deerfield Beach, FL • June 2017 – June 2026

- Spearheaded the creative rebrand that helped secure the agency's first \$1M client, and designed high-value sales proposals used to win and retain premium accounts. (*Case study: carlycreates.com/doris*)
- Mentored and reviewed a junior designer's work, signing off on their pay across active accounts while upholding brand and production standards and advocating for their growth.
- Executed creative direction across print, digital, web, and OOH for a 20+ account portfolio annually, including four of the agency's top premium accounts, maintaining brand consistency in a high-volume, deadline-driven environment.
- Partnered with sales, account, and project management teams to develop pitch materials, campaign concepts, and client-facing creative that supported new business and account growth.
- **Promoted within one year of hire;** two-time Sun Sentinel Pride Award recipient and peer-nominated You Rock Award winner.

BMGCREATIVE | Lead Print & Web Designer

Coral Springs, FL • 2016–2017

- Directed art and design execution for responsive web, branding, and print initiatives across a diverse, multi-industry client portfolio.
- Built websites, branding systems, and digital marketing assets supporting client growth and engagement campaigns.
- Managed WordPress builds, production schedules, and project timelines across concurrent projects with an on-time delivery record.

RAND INTERNET MARKETING | Senior Web Developer & Graphic Designer

Fort Lauderdale, FL • 2012–2016

- Designed, built, and maintained 50+ websites, landing pages, and digital experiences over four years for e-commerce and service clients.
- Produced email, PPC, and social creative supporting digital marketing and e-commerce campaigns for a roster of active client accounts.
- Promoted from Jr. to Sr. Web Developer & Graphic Designer based on performance and technical expertise.

EARLIER EXPERIENCE | 2007–2012

Designer/Developer, Creative Carrot Studios • Web Design Intern, Blackstone Media Group • Peer Tutor, The Art Institute of Fort Lauderdale • Senior Graphic Designer, Minuteman Press of Coral Springs • Graphic Designer, Miami Subs Corporation • Graphic Designer, Coral Springs Printing

Five years across print, retail, and in-house corporate design, building the production foundation behind later brand and web work.

AWARDS & RECOGNITION

- 16 FAME Creative Excellence Awards (Florida Advertising Media Executives), including six Gold

EDUCATION

THE ART INSTITUTE OF FORT LAUDERDALE

- Bachelor of Science, Graphic Design
- Associate of Science, Web Design & Interactive Media (4.0 GPA)
 - Best Portfolio Award, Web Design & Interactive Media

freeCodeCamp

- Full Stack Web Development Certification