

# CONSUELO RUYBAL

## AWARDS

2008

### RISING STAR AWARD

New York Women's Agenda  
RightRides for Women's Safety

2007

### DIGITAS MENTOR OF THE YEAR

NY1 NEWS: NY'ER OF WEEK  
RightRides for Women's Safety

2006

### PACESETTER AWARD

Presented by CM Diana Reyna  
RightRides for Women's Safety

2005

### DIGITAS SPARK AWARD

For building confidence and  
inspiring the best work

References available upon request

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## PROFESSIONAL EXPERIENCE

### *DIGITAS, NYC, APR 08 - DEC 09*

American Express — Establishment Services, OPEN  
VP Group Director, Creative; user experience design, interactive marketing, direct-mail, out-of-home and point-of-purchase promotions

### *JUL 07 - APR 08*

American Express — Establishment Services  
VP Director, Creative; user experience design, interactive marketing, direct, out of home and point-of-purchase

### *APR 06 - JUL 07*

American Express — Consumer Cards Services Group, American Express Interactive  
VP Director, Creative, interaction design

### *APR 01 - APR 06*

American Express — Consumer Cards Services Group and American Express Interactive.  
Wolters Kluwer (2001). Adweek (2001)  
VP Associate Director, Creative; interaction design

### *STRATEGIC INTERACTIVE GROUP, Boston/NYC APR 99 - APR 01*

American Express — Consumer Cards Services Group, American Express, Interactive  
Experience Department and Small Business Services. General Motors  
Senior Art Director, Creative; interaction design

### *c2o, a division of ELECTRONIC DATA SYSTEMS, Dallas, 97-99*

Hachette Filipacchi Media U.S., Inc. (ELLE Magazine, Car and Driver online.)  
A.T. Kearney  
Associate Creative Director; interaction design and usability

### *EAGLE RIVER INTERACTIVE, Dallas, 96-97*

Graphic Designer; interactive pitch work

### *ARCHIMEDIA, Dallas, 95-96*

Graphic Designer; interactive CD-ROM titles

### *GRIFFITH PHILLIPS CREATIVE, Dallas, 94-95*

Junior Art Director; print and direct

### *THE PROMOTION NETWORK, Dallas, 93-94*

Junior Designer; illustration and point-of-purchase

## IDENTITY WORK

*THE CENTER FOR ANTI-VIOLENCE EDUCATION, NYC, 2007*

*RIGHTRIDES, NYC, 2004-2006*

*COGNECTIVE, Cambridge, MA, 2000*

## TRAINING/EDUCATION

Manager's Mindset, Novations, Boston  
Creative Dynamic, The Actor's Institute, New York  
Bachelor's of Fine Art, Eastern New Mexico University

## NOT-FOR-PROFIT EXPERIENCE

RIGHTRIDES FOR WOMEN'S SAFETY, INC., NYC, SEP 04 - APR 09  
Co-Founder, Chair of the Board of Directors