

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

646-295-4760

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PROFESSIONAL EXPERIENCE

CONSUELO.COM, NYC, JAN 2010 - PRESENT

Consultant, Creative Director, Interactive Strategy

CLIENTS: Publicis Modem, droga5, GREY, Harper Collins, LBi, Optaros, Travelzoo, The Wall Street Journal, HowAboutWe.com

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 promotions

APR 06 - JUL 07

American Express — Consumer Cards Services Group, American Express Interactive

VP Director, Creative, branding and user experience design

APR 01 - APR 06

American Express — Consumer Cards Services Group and American Express Interactive.

Wolters Kluwer (2001). Adweek (2001)

VP Associate Director, Creative; branding and user experience 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; branding and user experience 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; branding and user experience design

EAGLE RIVER INTERACTIVE, Dallas, 96-97

Graphic Designer; interactive

ARCHIMEDIA, Dallas, 95-96

Graphic Designer; interactive

GRIFFITH PHILLIPS CREATIVE, Dallas, 94-95

Junior Art Director

THE PROMOTION NETWORK, Dallas, 93-94

Junior Designer/Illustrator

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