

The Resume of

Justin Ruess

CREATIVE DIRECTOR

ABOUT ME

I am an award-winning, digitally focused Creative Director, with over a decade of user design experience and over 7 years in management. I have developed interactive, video and integrated campaigns for some of the world's most recognized brands. I bring ideas in that focus on making complex tasks simple.

Throughout my career, I have developed my UX and problem-solving skills and have learned to pass that knowledge on to my team. I have become a successful motivator and mentor, inspiring my teams to deliver best of class creative work.

CONTACT

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EXPERIENCE

Wyndham Vacation Ownership

Creative Director

2014 - current

Leading an integrated team, I oversee the Brand execution of all creative work developed by Wyndham, from digital campaigns, apps and websites through branding, product and customer experience design.

Wyndham Vacation Ownership

Interactive Art Director

2011 - 2014

Growing from a one-man team to a seven-person operation, I helped launch Wyndham's social presence, update and drive all digital campaigns, and launched iPads to over 5,000 associates, full of Apps to help them sell our product. My largest accomplishment, though, was the build of a brand-new booking engine, focused on making the process a simple, happy experience to get owners on

Fidelity Information Services

User Interface Engineer

2010 - 2011

I led the UX and design of a white-labeled online pre-paid card activation site, working for American Express and Wells Fargo. I brought responsive techniques to an antiqued system as mobile traffic surged.

Hart Associates

Interactive Designer

2007 - 2010

Working alongside a team of 3 designers and 4 back-end developers, I took the lead design role on a redesign of La-Z-Boy's main and mobile website, introducing the first eCommerce solution to the furniture industry. Other clients featured TARTA, ProMedica Healthcare, and Johnson & Johnson.

EDUCATION

Central Michigan University

Broadcast & Cinematic Arts

2003 - 2005

Lake Michigan College

Dual Enrolled

2001 - 2003