

## PROFESSIONAL EXPERIENCE

### CERTIFIED SUBSTITUTE TEACHER

#### Scotch Plains & Fanwood School District

2024-Present

Deliver engaging and adaptive instruction across grades K–12

Serve as a Long-Term Art Substitute Teacher, fostering creativity and artistic expression in diverse classroom environments

Maintain classroom management and implement lesson plans effectively to ensure continuity in student learning

Encourage a supportive and inclusive classroom environment to promote student confidence and artistic exploration

### FREELANCE GRAPHIC DESIGN

#### Self-Employed

2010-Present

Graphic design for a diverse range of clients including: brand identity, advertising, publication, web layout, and stationery design

Notable clients include: Regel Therapeutics, Script Biosciences, Harris Logic, Skolnick Legal Group, Sprout San Francisco, Print Structures Inc., FIDF, CES Inc., PlayUP, Helen Hayes Hospital, and the County of Rockland Office of the County Executive

Managed projects from concept to completion, ensuring alignment with client vision and industry standards

### GRAPHIC DESIGNER

#### New York City Department of Education— Office of School Programs and Partnerships

2013-2016

Led brand identity development for new STEM education initiatives

Designed digital and print materials, including educational websites, program guides, teaching workbooks, and event publications

Collaborated with educators and program directors to align designs with educational objectives

### ART DIRECTOR

#### FCB Health NY

2006-2010

Directed creative campaigns in collaboration with copywriters, account teams, and production departments

Designed impactful materials for both healthcare professionals and consumers, supporting brand identity and strategic messaging

Played a key role in business development pitches, contributing conceptual sketches, brainstorming, and innovative design solutions



## Brooke Ruchefsky

Brookeruch@gmail.com

845.641.6234

### Core Proficiency

Art & Design Education  
Curriculum Adaptation  
Brand Identity & Strategy  
Creative Direction  
Cross-Functional Collaboration  
Project Management  
Educational Program Design

### Education

2011 School of Visual Arts  
Continuing Education-  
Professional Development

2006 The State University  
of New York at Buffalo  
BFA Communication Design-  
Magna Cum Laude