

ROBERT RUFFOLO

60 Bathurst St. Unit 809 Toronto, ON M5V 2P4 **TEL** 647 588 9925

E-mail: robert.ruffolo@gmail.com **Website:** <http://robertruffolo.carbonmade.com>

Professional Experience

Hasbro Inc

2010-present

Freelance designer

- Exploration and concept drawings for several Hasbro brands.
- Exploration for new product expansion
- Final renders of products for presentations.
- Product Deco Sheets for manufacturer
- Preparation of technical drawings and turnarounds for modelers.

- Power Rangers Beast Morphers, Dino Knights- exploration ,concept art, turnarounds and renders
- Star wars Black Series die cast figures – exploration , turnarounds and renders
- Star wars Micro Machines play sets
- Jurassic World feature film – illustration, concept art and brand toy development
- Hasbro's "GI Joe" – feature film character concepts
- M.A.S.K – rebranding brand concepts
- Fur Real Friends - packaging art - Illustration
- Stretch Armstrong feature film – Storyboards and concept art
- GI Joe – feature film character concepts
- GI Joe 25th anniversary releases – packaging art
- Beyblade- toy concepts
- Micronauts - rebranding brand concepts
- GI Joe™ – toy concepts
- Angry Birds – toy development, concepts and illustrations

Robert Ruffolo Creative

2005-present

Illustrator/concept artist

- Planned and managed designated projects
- Developed new and maintained client relations
- Maintained all accounts payable and receivable records
- Contributed in designing and creating innovative concepts for several clients, including toy companies, comic publishers and video game companies and commercials for:
 - Blizzard Ent. – Starcraft Stories- Illustrations
 - Upper Deck – Legendary Encounters Alien Expansion – Illustrations for Cards
 - Sideshow Collectables – Court of the Dead – Illustrations for art book
 - Storyboards for Mcdonald's Summer Drink Days - television spot
 - Storyboards for Lays Chips smile campaign - television spot
 - Storyboards for Mcdonald's Summer Drink Days -Television spot
 - Storyboards for M&M Foods - Television spot

 - Storyboards for Fourty Creek Whiskey - television spot
 - Storyboards for OSAP - television spot
 - Catalyst Game Labs - Shadowrun and Battletech – illustrations for art books
 - Spin Master's Redakai – toy packaging art assets
 - Capcom's Street Fighter downloadable video game (SFDH) – art direction
 - Sony's Match Attax FIFA soccer video game – art assets
 - Spin Master's Bakugan – toy packaging art assets

ROBERT RUFFOLO

60 Bathurst St. Unit 809 Toronto, ON M5V 2P4 **TEL** 647 588 9925

E-mail: robert.ruffolo@gmail.com **Website:** <http://robertruffolo.carbonmade.com>

Dreamwave Productions Inc.

2001-2005

Art Director/Artist

- Supervised artistic development of several projects, including the top selling *Transformers* comic series, which sold over 1 million copies in North America
- Managed a group of artists to convey direction on all projects including comics/trade paperbacks for:
 - Capcom's Devil May Cry and MegaMan
 - Hasbro's Duel Masters
 - Transformers: Generation One vol. 2 , Transformers: Energon, Transformers/G.I Joe Crossover Vol. 1 and 2, Transformers: More than Meets the Eye – Transformers encyclopedia
 - Teenage Mutant Ninja Turtles
- Contributed in conceptualizing and directing the over-all feel of each project from concept to story to art
- Involved in client relationship building, consisting of pitching story and original concepts to several clients including Hasbro, Sony Pictures, Universal Studios, Rockstar Games and Nintendo
- Key to developing a strong relationship with Drew Struzan to create the look and feel for the Drew Struzan art book - *Drew Struzan: Oeuvre*
- Trained and guided entry level artists to reach the companies high level of artistic quality
- Managed relationship with project managers to ensure timely delivery of content
- initial character colour scheme concepts (2003-2004)

Education

Maya for Animation - Seneca College
(Toronto, Ontario) 2001

Classical Animation – Sheridan College
(Oakville, Ontario) 1998- 2001

Art Fundamentals (intensive) – Sheridan College
(Oakville, Ontario) 1998

Software

Adobe Photoshop, Adobe Illustrator, Zbrush

References Available upon request