



Jamey Ruiz

Creative Director & Graphic Designer



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EXPERIENCE

Graphic Designer (REMOTE)

July 2024 - Present

Full Glass Wine Co. (Splash Wines, Winc, Wine Insiders, Wine Access, +)

After the acquisition of Splash Wines by Full Glass, I became part of the Creative Team, where I manage design projects for over seven brands. My responsibilities include creating digital ads, print collateral, and wine label packaging, ensuring all materials align with each brand's identity and effectively engage target audiences. I collaborate closely with marketing and branding teams to deliver cohesive and visually compelling designs, utilizing my expertise in typography, color theory, and layout. Additionally, I contribute to brainstorming sessions and work cross-functionally to ensure all creative deliverables meet organizational goals and timelines.

CREATIVE DIRECTOR (HYBRID/REMOTE SINCE 2020)

September 2018–July 2024

Splash Wines (Wine Awesomeness, Vine Oh!), Boise, ID

As the Creative Director at Splash and lead designer, I hold the responsibility of shaping the overall visual identity of the brand. With a primary focus on email marketing, I ensure that our brand maintains a consistent voice, look, and message across all platforms. My daily tasks revolve around prioritizing customer experience, encompassing the management of social media channels and the creation and curation of daily product and promotional assets. Additionally, as part of Splash, I also manage the visual branding for Wine Awesomeness and Vine Oh, two brands under the Splash umbrella. At Splash, I wear many hats and have had my hand in about every aspect of the company, from site design and package design to customer service. As a fully online company, I design a lot of online marketing material such as banners and unique offer pages for these brands. Moreover, I play a pivotal role in maintaining our website, ensuring it reflects the distinct identities of each brand and provides a seamless user experience for our customers across all platforms.

IN-HOUSE GRAPHIC DESIGNER (IN-OFFICE)

May 2017–August 2018

Buff Bake, Santa Ana, CA

Buff Bake is protein cookie and nut butter manufacturer/retailer distributed nationwide and internationally and sold in U.S. chains such as Albertson's/Safeway, Vitamin Shoppe and Whole Foods. As the only designer and creative in a small company, I was responsible for all aspects of design. My daily tasks consisted of multiple design projects including: packaging design, expo booth/signage, web design & management, point of purchase displays, product photography, and creating a variety of other marketing & sales materials. In addition to my design responsibilities I also managed social media and created and produce weekly email blasts.

FREELANCE GRAPHIC DESIGNER (REMOTE)

May 2017–January 2019

Oh My Spice, Huntington Beach, CA

Oh My Spice is a high quality spice-blend retailer targeting the sports nutrition segment. My responsibilities included designing brand collateral such as packaging, expo booths, point of purchase displays, and other marketing and sales materials. I was also responsible for web design and development including product photography creative direction.

EDUCATION

Bachelor of Graphic Design (BFA) 2017 Chapman University*, Orange, CA

Honors: Magna Cum Laude, Purcell Award Recipient

*Ranked #1 Design School in California by Universities.com

Leadership & Communication Cluster Chapman University, Orange, CA

High School Centennial High School, Boise, ID

SKILLS & SOFTWARE LITERACY

Adobe Creative Suite

Graphic Design

Label/Packaging Design

Social Media Management

Promotional Design

Video Production

Social Media Advertising

Email Marketing

Shopify

Wordpress/WIX

Microsoft Office

Klavyio

Mail Chimp

Figma

Highly organized

Flexible in conflict

Clear communicator

Multitasker

ONLINE



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www.instagram.com/jameyruiz

Online Design Portfolio: <https://www.jlrcreativeidaho.com/design-portfolio>