



Jamey Ruiz

Graphic Designer



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EXPERIENCE

CREATIVE DIRECTOR Splash Wines, Boise, ID

September 2018–Present

As Creative Director at Splash, I am in charge of the overall look and feel of the brand. With our primary advertising source being email marketing and social media it is critical that both have a consistent voice, look and message. With customer experience always on my mind my daily tasks include social media management, product photography and daily offer promotional material (product creation, email campaigns, social media post, product landing page & content). Other tasks include promotional material, packaging & label design, website management, and investor presentation decks.

IN-HOUSE GRAPHIC DESIGNER Buff Bake, Santa Ana, CA

May 2017–August 2018

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 Oh My Spice, Huntington Beach, CA

May 2017–January 2019

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.

ASSISTANT GRAPHIC DESIGNER Amenity Services, Tustin, CA

September 2016–August 2017

Assists the graphic design team with daily projects. Designs and creates a variety of brand collateral such as packaging, brochures, and campaign & catalogue development for the Amenity Marketing Department. Works closely with brands such as Wolfgang Puck, Guy Fieri, Skinny Girl, The Coffee Bean & Tea Leaf.

GRAPHIC DESIGN ASSISTANT Ideation Lab, Chapman University, Orange, CA

January 2014–December 2016

Worked within a state-of-the-art graphic design studio, reporting directly to the head of the Graphic Design Department to create posters, flyers, banners, brochures, exhibitions and other promotional material for multiple colleges and events at Chapman University and the community of Orange.

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

Microsoft Office

Klavyio

Mail Chimp

Team player

Highly organized

Flexible in conflict

Clear communicator

Multitasker

ONLINE



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