



Jamey Ruiz

Graphic Designer & Creative Director



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SUMMARY

Senior Graphic Designer with 9+ years of experience creating strategic, consumer-focused design across branding, packaging, email marketing, paid media, web, and print. Proven success translating business objectives into compelling creative that strengthens brands, engages customers, and delivers measurable results. Experienced leading creative across multiple brands while collaborating with cross-functional teams from concept through production.

EXPERIENCE

Graphic Designer*

July 2024 - Present

Full Glass Wine Co. (Scout & Cellar, Splash Wines, Winc, Wine Insiders, Wine Access)

Lead creative across a portfolio of consumer wine brands, developing integrated marketing campaigns that span digital, print, packaging, ecommerce, and paid media.

- Lead the design and execution of integrated marketing campaigns across a portfolio of consumer wine brands.
- Manage daily email marketing campaigns, packaging design, wine labels, and supporting creative from concept through production.
- Create marketing assets across paid media, web, print, ecommerce, and experiential campaigns.
- Collaborate with cross-functional teams on creative strategy, campaign planning, and product launches.
- Designed 160+ paid advertisements during a single performance year, generating 1.2M+ impressions, 458 attributed purchases, and \$31K+ in attributed revenue.
- Manage creative assets for more than 500 product SKUs, ensuring brand standards, visual consistency and production accuracy across multiple brands.
- Balance multiple priorities while delivering high-quality creative in a fast-paced, shared services environment.

Creative Director

September 2018 - July 2024

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

Led the creative vision for a portfolio of ecommerce wine brands, combining creative strategy with hands-on execution across every customer touchpoint. Partnered with leadership to build brands, launch products, and create cohesive customer experiences.

- Led integrated marketing campaigns across email, ecommerce, web, paid media, social, packaging, print, and promotional channels.
- Designed and launched a new ecommerce brand, creating the website, visual identity, and supporting marketing ecosystem from the ground up.
- Developed packaging, wine labels, and product launch campaigns from concept through production.
- Directed product photography, bottle shot production, and digital asset management to support ecommerce and marketing initiatives.
- Partnered with executive leadership to translate business goals into strategic creative solutions.
- Established creative standards and streamlined workflows while serving as the organization's primary creative resource.

Senior Graphic Designer

May 2017 - September 2018

Buff Bake (Oh My Spice), Santa Ana, CA

Served as the lead designer for a fast-growing better-for-you CPG brand, developing creative across packaging, ecommerce, retail marketing, retail displays, trade show environments, and digital campaigns that supported both national retail distribution and direct-to-consumer growth.

EDUCATION

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

CORE SKILLS

Creative Direction	Creative Leadership	Project Management
Brand Strategy & Identity	Email Marketing	Adobe Creative Cloud
Packaging & Label Design	Paid Media	Microsoft 365
Campaign Development	UX & Web Design	Figma
Creative Concepting	Print Production	AI Creative Tools

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* Joined Full Glass Wine Co. following the acquisition of Splash Wines. Job titles were restructured as part of the organizational integration.