

EXPERIENCE

GRAPHIC DESIGN // CREATIVE DIRECTION // MARKETING STRATEGY

JIFF // SAN FRANCISCO // MARCH 2015 – PRESENT

LEAD SR. DESIGN

- Design and present to stakeholders amongst fortune 500 customers
- Direct the creative in-app design as well as all correlating marketing materials
- Direct reporting of all project status to VP of Design
- Support multiple teams to ensure brand consistency across all products
- Create scaleable processes amongst designers interfacing with cross functioning teams
- Facilitate and drive the overall aesthetic-to-delivery behind each campaign launch, and ensuring the proper delivery behind all designs assets to front and backend engineering teams and all digital and print marketing materials

GENERAL ASSEMBLY // SAN FRANCISCO

VISUAL DESIGN INSTRUCTOR FEB '15 – APR '15

EXPERT DESIGNER IN RESIDENCE DEC '14 – FEB '15

- Responsible in crafting remarkable and impactful learning experiences
- Create positive, innovative, and supportive environments that yield lasting outcomes for students
- Bring real world experience from the field into the classroom
- Support GA's enrollment team during information sessions pre-enrollment
- Write and host one-off seminars focusing on visual design fundamentals
- Teach software skills and computer skills to students eager to learn industry standard best-practices

DOCUSIGN // SAN FRANCISCO // JULY 2013 – MARCH 2014

STRATEGY AND DESIGN COORDINATOR

- Managed and implemented design and marketing strategy for multimedia campaigns
- Assisted in the strategic launches of global print, TV, Web, mobile-device and social media campaigns
- Played a lead role in pitching and implementing partner and sponsor visibility across, both print and web, landscapes
- Delivered presentations that excited and increased DocuSign's brand to drive multimillion-dollar revenue growth
- Experienced in corporate marketing strategy through branding DocuSign's customer experience at Dreamforce 2013 from conception through execution
- Provided the value add of agency experience from a marketing and strategy perspective

ROSETTA // SAN JOSE // FEB 2013 – JULY 2013

TECHNICAL INTERFACE DESIGNER

- Provided website re-brands for Tracfone, Dessault Systems, and Intel
- Team asset in fast paced environment focusing on the highest quality product
- Lead contributor in building 7,000 piece icon library for Dessault Systems
- Collaborated with web marketing teams in building wireframes focusing on the e-commerce landscape
- Supported national projects on site and remotely
- Conveyed strong leadership amongst executive management

LOYTR // SAN FRANCISCO // MARCH 2011 – FEB 2013

PRODUCT MANAGER

- Managed a prolific group of designers and engineers
- Implemented user flow and experience for social media based apps
- Produced power point presentations for senior management review
- Effectively communicated project status while following best practices
- Created full product identities for online marketplace distribution
- Efficiently multi-tasked while providing best practices in fast pace environment
- Implemented daily tasks and tracked work-flow during production



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EDUCATION

University of Central Florida

BFA – Fine Arts

DIGITAL SKILLS

OS X – El Capitan

Photoshop CC

Illustrator CC

InDesign CC

AfterEffects CC

Acrobat Pro

Keynote

JRIA

Trello

Google Docs