

David Ruelas

Senior Designer / Art Director

davidruelas.com / @viddstudios

Skills

Print/ Digital	<i>Adobe CC</i>
Graphic Design	<i>Photoshop</i>
Brand Development	<i>InDesign</i>
Art Directing	<i>Illustrator</i>
Style Guide Design	<i>Lightroom</i>
Ui/Ux Wireframes	<i>Premiere</i>
Concept Illustration	<i>After Effects</i>
Logo Design	<i>Figma / Sketch / InVision</i>
Typography Design	<i>Slack</i>
Packaging Design	<i>Keynote</i>
Photography	<i>Microsoft Office</i>
Photo Production	<i>Dropbox / Google Drive</i>
Content Creation	<i>Asana / Trello / Workfront</i>

Education

The Art Institute of California - Hollywood

Bachelors of Science in Graphic Design

January 2008 - September 2011

(626) 261-1300
d.ruelas@hotmail.com

Experience

Ruelas Creative / February 2016 - Present
Los Angeles // Design Service and Consulting

Self-Employed // Art Directing, Graphic Design
Brand Development, Package Design, Illustration, Studio Fashion Photography, Typography, Web Wireframes, Social Media Content Creation, Ads, Signage, Brochures, GIF Animation, Postcards, Logos, UI Prototyping, Style Guide Development, Editorial Layout

Client List - Livenation, House of Blues, Google, Android, Harley Davison, Lenovo, Select Oil, Compass Real Estate, Basic Magazine, , LA Fashion Week, New York Times.

American Apparel / May 2016 - October 2016
Downtown L.A. // Marketing Department
Graphic Design - Ads, Helvetica Typography, Style Guides, GIF Animation, Social Media Content, Wireframing

Playboy Enterprises Inc. / February 2011 - February 2016
Beverly Hills // License Marketing Department
Created a variety of designs for global brand Playboy; made multiple identities for the company.

2015-16 Senior Level Design - Style Guide Direction, Product & Packaging Direction

2013-14 Mid Level Design - Licensee Brand Consumer Product Design, Packaging Development

2012 Entry Level Design - Playboy Club & Playboy Mansion Event Advertisements, Environmental Signage

2011 Intern Jr Design - Presentation Decks, Invite Flyers, Web Banner Ads, Magazine House Ads

Art Institute / June 2008 - December 2010
North Hollywood // Affairs Department
Jr. Designer - postcards ads, bulletin boards layouts, calendar design, student handbook cover, t-shirt graphics.