

Camila Ruiz

SKILLS

Design

+ UI/UX + Visual Identity + Digital + Print
+ Environmental + Exhibition

Technical

Proficient in Illustrator, Photoshop, InDesign, Figma, Sketch. Experienced in Webflow and After Effects. Knowledge of HTML and CSS

Other

Avid collaborator, fluent in Spanish, able to manage projects independently, skilled in organizational leadership

EDUCATION

University of Houston,
Bachelor of Fine Arts
Graphic Design, May 2018

Houston Community College,
Associate of Arts
Digital Communication, May 2014

INVOLVEMENT

AIGA Houston, Vice President
Term: 2022–2024

AIGA, Professional Member

TRAINING

Museum of Fine Arts, Houston
2015 Mellon Summer Academy
Intensive curatorial practices workshop for fifteen students selected through a competitive application process.

AWARDS

The Phaistos Project – 45 Symbols
Online publication awarded, 2018

EXPERIENCE*

Freelance, Senior Designer, 2022–Present

Visual Identity | Digital | Print
+ Develop visual identities and guidelines for small to midsize businesses, and educate on the importance of consistency for brand awareness. + Redesign instructional materials to improve the usability and clarity of Houston Arts Alliance's grant applications. + Support Sunnova and the City of Houston on delivering engaging annual reports to their stakeholders, while adhering to brand standards. + Art direct, conceptualize and design an ad campaign to build momentum for the opening of a new hall at the Houston Museum of Natural Science. + Manage projects from beginning to completion, develop timelines and communicate clearly with clients.

BrandExtract, Senior Designer, 2019–2022

UI/UX | Digital | Print | Visual Identity
+ Collaborated closely with designers, writers and developers on web design projects for accessible and responsive landing pages, microsites and large sites, including the redesign of the San Jacinto Monument & Museum website. + Developed style guides and design systems for web. + Performed basic competitive research and visual audits, and made strategic recommendations based on findings. + Expanded Willscot Mobile Mini's visual identity by creating new expressions with existing elements for different themes and events. + Designed and managed the production of experiential deliverables such as videos, print collateral and wayfinding, and led a supporting production team. + Developed keyframes and aided in the selection of talent and music for videos. + Onboarded and mentored emerging designers.

5+8, Junior Graphic Designer, 2018–2019

Digital | Print | UI
+ Developed site maps, wireframes and customized Squarespace sites.
+ Collaborated in the conceptualization of client marketing campaigns. + Created graphics for social media, blog posts, digital ads and emails. + Designed for printed publications and materials including brochures, flyers, catalogs, posters, etc., while adhering to detailed brand guidelines for clients such as Mustang Cat, Discovery Green, Lyft and Sunnova Energy, among others.

**Additional work experience and references available upon request.*

EXHIBITIONS

ENCOUNTER: Meeting Points
on Buffalo Bayou
Public installation and community engagement, East Sector, Houston, 2018
SEGD Honor Award, 2019, juried

UHGD18, University of Houston
Graphic Design Senior Exhibition
MATCH, 2018

University of Houston School
of Art Student Exhibition
Blaffer Art Museum, 2018, juried

ENCOUNTER: Meeting Points
on Buffalo Bayou | The Exhibition
Sunset Coffee Building, 2018