Guillermo Rubio

Designer fluent in multiple design programs and tech. Skilled across e-commerce and CPG, with agency, enterprise, and startup experience.

Links

- Portfolio
- Linkedin
- Email (thegrubio@gmail.com)

Skills

Graphic & Digital Design, Motion Design, Brand & Visual, UX/UI, Web Development, Design Systems, Video Editing & Storyboarding, CMS, Illustration, Typography, Social Media Creative, Email & Marketing (DTC + B2B), E-Commerce & Marketplace, Art Direction, Campaign Strategy, Print, Photo Retouching, Prototyping

Tools

Illustrator, After Effects, Photoshop, Premiere Pro, Cinema 4D, Cavalry, Figma, CapCut, HTML, CSS, JavaScript, VS Code, Webflow, Shopify, Klaviyo, InDesign, TouchDesigner, Lightroom, Jitter, Slack, Asana, ClickUp

Education

AA - El Camino College
BA - CSUDH

Boosted Commerce

Digital Designer, Oct. 2025 → Present
Jr. Digital Designer, Oct. 2024 → Oct. 2025

- Leading digital design for Prime Labs across web, email, and organic and paid social, plus video and motion graphics for all of Boosted's DTC and Amazon consumer brands. Led digital for FoxyBae Hair before its acquisition.
- Building out scalable design systems, including visual and motion identities, to strengthen brand presence as Amazon-born brands grow into DTC.
- Designing assets for product launches, seasonal campaigns, and evergreen marketing, from DTC creative to Amazon A+ Content.
- Editing short and long-form video for influencer collaborations, teasers, and campaign launches, and cutting UGC into variations for A/B testing across Meta, TikTok, and other channels.

Flowell

Graphic Designer, Feb. 2024 → Oct. 2024
Design Intern, Aug. 2023 → Feb. 2024

- Designed static, motion, and video creative for web and digital marketing, including product demos, testimonials, webinars, and case studies.
- Led a brand refresh that updated the visual identity, rebuilt the brand guide, and redesigned marketing collateral around a new brand voice.

Hitachi Vantara

Visual Design Intern, Feb. 2023 → Jun. 2023

- Designed static and animated assets for web channels and internal comms, including SharePoint sites.
- Produced long and short-form video for corporate training, product education, and marketing, combining in-house footage, product demos, voiceover, and custom animation and illustration.

The Campaign Workshop

Graphic Design Intern, Jan. 2023 → May 2023

- Illustrated and designed branded assets for web, internal communications, and client marketing.