

Guillermo Rubio

Research-led, data-driven multidisciplinary creative with a background in digital marketing + advertising.

Links

- [Portfolio \(guillermox.com\)](https://guillermox.com)
- [Linkedin](#)

Skills

Graphic & Digital Design, Motion Design, Brand & Visual Design, Video Editing & Storyboarding, HTML/CSS/CMS, Illustration, Social Media Creative, Email & Marketing Design (D2C + B2C), Art Direction, Print Design, Photo Retouching

Tools

Illustrator, After Effects, Photoshop, Premiere Pro, Cinema 4D, Cavalry, InDesign, Lightroom, Figma, TouchDesigner, Webflow, Shopify, Klaviyo, Visual Studio Code, Jitter, Slack, Asana, Frame.io, Miro, ClickUp

Education

AA - El Camino College
BA - CSUDH

Boosted Commerce

Digital Designer, Oct. 2025 → Present

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

- Helping build stronger DTC presences for established Amazon-first brands like Prime Labs, Asterwood and Foxybae, designing static, motion, and video creative across paid/organic social, web, and email.
- Build assets for product launches, seasonal campaigns, and always-on marketing across D2C and B2C channels, from concept to final export.
- Edit video for collaboration announcements, product teasers and campaign launches, combining product footage, testimonials and branded shoots optimized per platform. Design motion elements like lower thirds, overlays, and transitions.

Flowell

Graphic Designer, Feb. 2024 → Oct. 2024

Design Intern, Aug. 2023 → Feb. 2024

- Designed static, motion, and video creative for web and digital marketing.
- Led a brand refresh — updated the visual identity, rebuilt brand guide, and redesigned marketing collateral to match a new brand voice.
- Led a brand refresh, updating the visual identity, rebuilding the brand guide, and redesigning marketing collateral to match a new brand voice.

Hitachi Vantara

Visual Design Intern, Feb. 2023 → Jun. 2023

- Designed static and motion assets for web and internal comms.
- Created long and short-form video combining in-house footage, product demos, voiceover, and custom animation and illustration for corporate training, product education, and marketing.

The Campaign Workshop

Graphic Design Intern, Jan. 2023 → May 2023

- Illustrated and designed branded assets for web, internal use, and client marketing.
- Built digital and print deliverables for client campaigns spanning paid media and direct mail.