

# Camila Ruiz

I am an idea communicator, detail inspector, synergy seeker and social change advocate.

## EDUCATION

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

Houston Community College,  
Associate of Arts degree  
Communication and Media Arts  
May 2014

## SKILLS

### Design

Exhibition, print, digital, UI, visual  
identity, fabrication, keyframes,  
and storyboards

### Technical

Proficient in Illustrator, Photoshop,  
InDesign, Figma, Sketch, and Microsoft  
Office products. Experienced in XD,  
Webflow, After Effects, and Lightroom.  
Basic HTML and CSS knowledge

### General

Spanish fluency (native), excellent  
written and verbal communication,  
collaboration and teamwork, ability  
to manage projects independently,  
attentiveness to detail, organizational  
and administrative abilities, customer  
service experience, Heartsaver CPR  
AED certification

## TRAINING

Google UX Design Professional  
Certificate (in progress)  
UX certificate program developed by  
Google with focus on the foundations  
of UX design and research, wireframes,  
prototypes, and testing.

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

## EXPERIENCE\*

### BrandExtract, 2019–2022 | Senior Designer

Collaborated closely with designers and developers in multiple UI design projects for responsive landing pages, microsites and large sites. Led the redesign of the San Jacinto Monument & Museum website (in progress). Performed basic competitive research, visual audits, and made strategic recommendations for clients' brand and social media presence based on findings. Expanded the Willscot Mobile Mini visual identities by utilizing existing elements as a base to create new expressions for different themes and events. Designed, led a supporting team and managed the production of numerous experiential deliverables for Willscot Mobile Mini events such as videos, supergraphics and signage. Developed storyboards and keyframes, and aided in the selection of talent and music for various video projects. Worked on and was responsible for multipage layout documents such as brand identity guidelines and brochures. Onboarded and mentored emerging designers.

### 5+8, 2018–2019 | Junior Graphic Designer

Refreshed existing and helped develop new brand identity systems. Developed site maps, wireframes and custom designs to build on-brand Squarespace sites for various clients. Collaborated with the strategy and design teams to brainstorm, conceptualize and implement client campaigns. Managed personal workload to deliver projects in a timely manner. Generated graphics for social media, blog posts, digital ads and emails. Worked on the layout of printed publications and materials (e.g. brochures, flyers, catalogs, posters, etc.) 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.*

## AWARDS

The Phaistos Project—45 Symbols  
Online publication awarded, 2018

Arrowmont School of Arts  
and Crafts Scholarship  
Awarded by the Houston Alumnae  
Club of Pi Beta Phi, 2016

## 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

## ORGANIZATIONAL MEMBERSHIPS

AIGA  
The Professional Association for Design

SEGD  
Society for Experiential Graphic Design

## VOLUNTEERING

Intermittently for various local non-  
profit organizations including AIGA,  
Houston Food Bank and BakerRipley