



# GIBRAN RUIZ

## Creative

Graphic designer with +9 years of experience in the creative and branding area

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**BIRTH DATE:**  
18 Septiembre 1986

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## SKILLS

### BRANDING



### ILLUSTRATOR



### PHOTOSHOP



### INDESIGN



### ADOBE XD



### WORDPRESS



### DIGITAL MARKETING



### SKETCH UP (RENDER)



## WORK EXPERIENCE

### CREATIVE

PITCHBULL MEXICO | Fintech Services  
2019 - Present

Define the audiovisual art for online campaigns, keep up with trends within the fintech market; highlight the market value or competitive advantage of the brand, as well as establish a route map for the brand; design-execute campaigns and material at the level of communication and marketing both online and offline, take care of the reputation and influence of the company. Designing web page interface in conjunction with web developers, focusing on user experience.

### ART DIRECTOR

TBH MEXICO | Advertising agency  
2016 - 2018

Coordinate all the projects for the art department of the agency. Assign times and tasks to each member of the team. Supervise each project to achieve the final project on the deadline. Participated in team effort to produce streamlined production, develop a graphic campaign, from the concept to the final realization. Analysis of market trends.

### COMMUNICATION AND DESIGN LEAD.

BIO ZOO | Veterinary Pharmaceutical Lab  
2013 - 2016

Persuasive Marketing strategies, skills in consumer's behavior, knowledge in semiotics, research and informative communication, media planning and new technologies. Coordination and development of internal and external communication projects. Management and coordination of the creative team. Creative direction, Design and development of creative concepts. Image coordination in the development of new products. Communication with customers and suppliers. Supervision of brand use.

### CORPORATE DESIGN LEAD.

TOKA INVESTMENT | Financial Services  
2010 - 2013

Responsible for the communication plan of the company. Management of social networks, website, newsletter, and other digital communication media. Make reports, to communicate all the key aspects to improve communication, marketing or advertising strategies of the company. Designing graphic material and also communication and image plan for internal startups during their acceleration process. Supervision of the correct use of the brand. Coordinate the design process from the gestation of the project to the maturation stage. Coordinate service providers related to the communication area. Design and development of internal-external campaigns, branding, market research, development of strategies for dissemination. As well as on labels, packaging, layout, design and conceptualization of projects, tracking and positioning of brand, social networks, search engines (SEO, SEM, CPC), BTL, ATL and traditional media, advertisement, authorization and monitoring printed material. High organizational capacity, creativity, discipline, leadership and management of creative teams.

## EDUCATION

### DESIGN FOR GRAPHIC COMMUNICATION

2006 - 2010 | UNIVERSIDAD DE GUADALAJARA

I have creative production knowledge and business skills. I am well equipped for a campaign design for digital media, web, print and publishing across broad areas including: Corporate and brand design, Education, Exhibitions, Festivals, Museums, Events, Designing for social change, etc.

### OTHER COURSES

Creativity Techniques | UNIVERSIDAD AUTÓNOMA DE MÉXICO

Brand Valuation | UNIVERSIDAD LA SALLE

Design and Community Management | UNIVERSIDAD VALLE DE MÉXICO

Email Marketing, Inbound Sales and HubSpot Sales Software Certified | HUBSPOT ACADEMY

## KNOWLEDGE

Design and development of internal-external campaigns, branding, market research, development of strategies for dissemination.

As well as on labels, packaging, layout, design and conceptualization of projects, tracking and positioning of brand, social networks, search engines (SEO, SEM, CPC), BTL, ATL and traditional media, advertisement, authorization and monitoring printed material.

High organizational capacity, creativity, discipline, leadership and management of creative teams.