

GIBRAN RUIZ

Senior Graphic Designer

U.S. Work Authorization: Authorized to work for any U.S. employer — no visa sponsorship required.

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PROFESSIONAL SUMMARY

Creative designer with 15+ years of experience in brand identity, visual campaigns, print production, and design systems. Proven track record leading creative teams and delivering high-quality work across fintech, legal, pharmaceutical, and financial industries. Expert in Adobe Creative Suite with hands-on experience in AI-assisted design workflows, apparel and packaging design, and managing projects from concept to final production.

WORK EXPERIENCE

Graphic Designer | Nanato Media | 10/2022 – Present

Specialized marketing agency for law firms — Austin, TX (Remote)

- Developed complete brand identities for 4–8 law firms, including logos, color systems, typography, and brand guidelines
- Designed website visual layouts handed off to development team for implementation
- Integrated AI tools into design workflow to improve speed and creative output
- Produced all digital and print marketing materials ensuring full brand consistency across every touchpoint

Creative Lead | Capitulo2 | 01/2019 – 12/2023

Fintech company — online business credit for SMEs — Mexico

- Led all visual creative output for online and offline campaigns, managing a team of 1–2 designers
- Contributed to company-wide rebranding effort as part of cross-functional team, establishing new graphic guidelines and brand standards
- Defined audiovisual art direction for digital campaigns, staying current with fintech industry trends
- Maintained brand consistency across all client and stakeholder touchpoints

Creative Director | TBH Mexico | 11/2016 – 12/2018

Specialized advertising agency — Mexico

- Led a creative team of 4–6 designers and art directors across multiple simultaneous client accounts
- Developed and executed innovative graphic campaigns from concept through final delivery
- Managed project timelines and task delegation within the art department, ensuring on-time, high-quality output
- Analyzed market trends to design competitive visual strategies for diverse clients

Coordinator of Communication and Design | BIO ZOO | 12/2013 – 11/2016

Veterinary pharmaceutical laboratory — Mexico

- Led design and branding for new product development, including physical packaging from concept to print-ready files
- Coordinated a team of designers and communication professionals, ensuring deadlines and quality standards were met
- Supervised brand application across all print and digital materials

- Managed client and vendor relationships, ensuring effective collaboration throughout the production process

Corporate Design Coordinator | Toka Investment | 05/2010 – 11/2013

Financial services — Mexico

- Developed communication and branding plans for internal startups during acceleration process
- Designed print and digital materials reinforcing brand identity across all channels
- Implemented social media, newsletter, and digital communication strategies to increase visibility
- Coordinated vendors for communication-related services, ensuring quality delivery
- Ensured brand integrity and consistency across all internal and external communications
- Contributed to the growth strategy of multiple startup brands during their early development phases

SKILLS & SOFTWARE

Design Software

Adobe Illustrator: Expert — 15+ years daily use

Adobe Photoshop: Expert — 15+ years daily use

Adobe InDesign: Advanced — print layouts and publications

Adobe XD: Advanced — UI and web design

Adobe After Effects: Intermediate — motion graphics and animation

Figma: Advanced — UI design and prototyping

Google SketchUp: Intermediate — 3D product and space visualization

WordPress: Intermediate — website design and content

Core Competencies

Brand Identity & Visual Systems: Expert — logos, guidelines, typography, color systems

Print Production: Expert — packaging, flags, banners, apparel, PROOF approval

Campaign Design: Expert — digital and offline campaign development

AI-Assisted Design: Advanced — generative AI tools integrated into daily workflow

Creative Team Leadership: Advanced — managed teams of up to 6 designers

Project Management: Advanced — ClickUp, HubSpot, timeline management

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Graphic Communication Design — University of Guadalajara | 2006 – 2010

Diploma in Creativity Techniques — Autonomous University of Mexico

Workshop in Brand Valuation — La Salle University

Diploma in Design and Management of Social Media — Universidad Valle de Mexico

Email Marketing, Inbound Sales & HubSpot Certified — HubSpot Academy