

Carlos M. Ruiz

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CMRTYZ – Senior Art Director, Project Manager 2006 - Present

- Working closely with other category director to maintain design direction
- Developing original concepts and campaigns for each client's specific need
- Ensured timely completion according to the development calendar
- Working with a wide range of media; drawing, video, painting, printmaking, textiles, performance, etc.
- Production of printed matter for marketing strategies and promotional giveaways
- Complex travel and calendar management with domestic and international travel involving art installation, performances in multiple locations and working with talent and their agents as well as venue staff
- Stage management of multiple day events involving upwards of 40 music acts and multiple locations
- Working as part of a team with printers, photographers, stylists, illustrators, web developers, marketing specialists and other designers
- Head Web Manager and Content Developer for brand website, promotional outreach, social media
- Developed training courses and guides for interns based on projects.

Totokaelo – Junior Bookkeeper, Human Resources, 2011 – Present

- Developed early inventory system responsible for reduced shrinkage.
- Design and illustration of Totokaelo Man identity printed matter and collateral materials
- Strong communication skills with the proven ability to be a liason between management, creative, and sales
- Analyze overall business performance based on monies earned, creating multiple charts and implementing protocol designed to track sales trends and key financial drivers
- Assigned as the company's HR Officer.
- Assigned as the company's in-house Junior Bookkeeper. Responsible for reconciliation of EOD sales weekly, preparing them for state and federal taxes.

Wexley School For Girls – Creative Intern, Feb – Jun 2015

- Worked directly with Senior Art Directors
- Designed and produced billboard advertisement for Virginia Mason Cancer Research Center
- Dealt with campaign producer to get all materials necessary and deliver to photographer
- Developed original designs for Seattle Sounders FC S2 player introduction posters
- Created original graphic assets for Microsoft Data Conferences
- Made title card animation assets for Amazon internal video
- Designed and drew original illustrations for Darigold social campaign
- Created Value Village endcap stills for commercial regularly

IDEO – Intern, Nov – Dec 2014

- Worked directly with Senior Communications Designer
- Developed original concept and project timeline for free study Fortnite program ideas
- Learned basic electrical engineering, programming concepts and built functioning microchips
- Learned to use laser cutter and vinyl printers within Ideo in-house workshop
- Installed new machine within recycled turntable body
- Presented final work to complete office staff