

SUSY RUIZ

ART DIRECTOR & SPORTS CREATIVE

T 904.608.7111

E SUSYRUIZDESIGN@GMAIL.COM

S @SUSYRUIZDESIGN

W SUSYRUIZ.COM

■ EDUCATION

UNIVERSITY OF NORTH FLORIDA (2017)

Bachelor in Fine Arts with a
Concentration in Graphic Design
and Digital Media

■ SKILLS

Graphic Design
Art Direction
Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Bridge
Figma
Typography
Layout
Project Management
Social Media
Communication
Email Development
Marketing Strategy
Visual Storytelling
Content Creation
Microsoft PowerPoint

■ LEADERSHIP

CO-CHAIR
MULTICULTURAL ERG
Develop events that promote and
highlight a diverse culture at the
PGA TOUR.

■ LANGUAGES

SPANISH - FLUENT
PORTUGUESE - BEGINNER

■ REFERENCES

Kristian Champagne Patton
Sr. Designer at Pax8
850-512-5153
kristianchampagne@gmail.com

*More references available upon request

■ EXPERIENCE

NBCUniversal

SENIOR DESIGNER FEB 2023 - PRESENT

- Lead Editorial Sports Creative direction on NBCUniversal's Peacock platform, overseeing assets for all sports and events.
- Mentor and collaborate with internal and external partners in order to align business needs and determine creative direction and delivery timelines.
- Create digital assets that are innovative, accurate and on specifications to represent the Editorial needs of Peacock Sports.
- Seek opportunities to innovate and evolve the on-platform visual experience by leveraging the brands and partners represented on NBCU streaming platforms.
- Manage the day-to-day asset creation and production of live events, partner with the Sports team to find efficiencies in project management tools and streamline processes to maximize output.

PGA TOUR

SENIOR GRAPHIC DESIGNER MAY 2017 - PRESENT

- Collaborate with marketing stakeholders to lead creative direction of campaigns ensuring consistent branding across channels for PGA TOUR, PGA TOUR Champions and Tournament Marketing business needs.
- Mentor and collaborate with operations, producers and junior designers and establish direction and provide creative support in order to gain stakeholder buy-in.
- Concept and execute designs for marketing materials, including print and digital forms of visual communication for environments, collateral, advertisement, publication, and online deliverables.
- Communicate and present design concepts to various stakeholders; build presentation materials that successfully communicate design concepts.
- Create stunning visuals from concept through execution using illustration and typography techniques and design presentations for concepts on mockups of t-shirts, hats, polos and lifestyle models.

SUSY RUIZ DESIGN

ART DIRECTOR NOV 2020 - PRESENT

CLIENTS: HERFF JONES, THE ADECCO GROUP, STHREE, BRAIN BOOST MEDIA

- Design on-brand print collateral including brochures, postcards & mailers.
- Develop email marketing creative and work with development team to ensure proper branding.
- Create mockups of various products, use those assets in various print, digital and social media collateral.
- Develop creative for various size email, website and social media assets.
- Mockup on brand website landing pages and prototype user experience in Figma.

IMOBILE3, LLC

JR. GRAPHIC DESIGNER JULY 2015 - MAY 2017

- Branding client focused assets to support loyalty app initiatives while collaboration with development team.
- Facilitate website build and updates to company website.
- Develop client facing instruction manuals to facilitate in implementation of the loyalty program.