

ADARUIZ GRAPHICARTIST/ART DIRECTOR

CONTACT ME

115 S Calhoun Street
Baltimore, MD 21223

CELL: 240.535.0979
EMAIL: adaretrofit@gmail.com
WEB: adaruiz.com

SKILLS

Photoshop, Illustrator, InDesign,
Canva, PageMaker, After Effects,
Premiere, Image Ready,
CorelDraw, Flash, Fireworks,
Microsoft Power BI, Excel, Word,
Excel, PowerPoint, Adobe Acrobat.
WordPress, PHP, ASP, C, C++,
HTML, cPanel Platforms, Apache,
JavaScript, Dreamweaver, Asana,
Monday, Slack, Mailchimp,
and more.

Section 508 Certified
Maryland Public Notary

EDUCATION

Univ MD G Campus, MD-Adelphi
Masters – Marketing Management

Univ MD G Campus, MD-Adelphi
Bachelor - Graphic Communication

Univ MD G Campus, MD-Adelphi
Digital Marketing Cert.

Learning Tree International, VA
Certified Web Admin & Developer

PG Comm College, MD-Largo
AA in Advertising Art

Portfolio: <https://adaruiz.com>

Graphic Designer | Department of Human Services | 2024 (Current)

- Designing print and digital materials—billboards, brochures, social media graphics, and data visualizations—for public outreach and internal communications.
- Collaborate with leadership, manage design requests, and ensure brand consistency across campaigns.

Director of Marketing | Capital View Church | 2022 – 2023

- Spearheaded the use of social media and innovative marketing strategies, resulting in substantial growth in online attendance.
- Directed, developed, and implemented comprehensive marketing strategies, leveraging analytics (META and Buffer) to craft targeted materials that resonated with the target market.
- Successfully managed a team of four professionals, overseeing roles including Live Streaming Tech, Content Writer, Web Developer, and Admin Asst.

Art Director | Retrofit Design | 2008 – 2024

- Positioned and marketed the design studio through direct marketing initiatives and established artist distribution channels.
- Cultivated a unique brand presence for clients, including NASA, Capital Teas, Chabad Jewish Center (US & Canada), Dale Carnegie, and various local small businesses.
- Provided end-to-end design solutions, from conceptualization to execution, offering daily sketches and concepts for logos, social media campaigns, brochures, posters, stationary, reports, billboards, vehicle wraps, and postcards.

Acting Director | CareFirst Blue Cross, Blue Shield | 2004 – 2008

- Functioned as a Creative Services contractor, tasked with implementing new standards and production regulations.
- Produced a range of marketing materials, including brochures, books, cut sheets, and bulletins, managing the delivery to vendors.
- Utilized Quark Express, Adobe Illustrator, Adobe Photoshop/Image Ready, and Adobe Acrobat on a daily basis.

Art Director | KNC Marketing | 2000 - 2003

- Collaborated with clients to understand and surpass design expectations, working closely with the Marketing Department and Account Executives to enhance marketing tools.
- Led marketing meetings, fostering proactive problem-solving and innovative thinking.
- Created websites, marketing pieces, corporate identities, brochures, magazines, and more.

Graphic/Web Design | NASA / GSFC | 1997 - 1999

- Designed numerous graphics and web pages for NASA's Goddard Space Flight Center, contributing to the digital presence of inner offices and tracking center web pages.
- Utilized a range of tools, including HTML, JAVA, digital cameras, Net Object Fusion, Dreamweaver, Power Point, Excel, Access, and more.

R
E
S
U
M
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AFrames

Original Custom Logos



Eye Catching Annual Reports

Original Marketing Material



CD Design and Layout

Social Media Ads



Personas

Vehicle Wraps



Ada Ruiz

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EM: adaretrofit@gmail.com PH: 240.535.0979

To Whom it May Concern,

I hope this message finds you well. I am writing to express my interest in the open position at your organization. I am seeking a dynamic environment where I can contribute meaningfully and continue to grow both personally and professionally.

As a seasoned **marketing professional**, I bring extensive experience in developing and executing impactful strategies that drive online engagement and increase attendance. I have successfully **led cross-functional teams** and delivered strong outcomes through a blend of graphic design, marketing, desktop publishing, and web development. My portfolio includes collaborations with leading organizations such as NASA, Capital Teas, and CareFirst BlueCross BlueShield.

Holding a **Master's in Marketing** and a **Bachelor's in Graphic Communication**, I offer a unique perspective as a designer who combines creativity, technical expertise, and strategic thinking. I specialize in creating visually compelling, message-driven content that resonates with diverse audiences and aligns with organizational goals.

I am proficient in Adobe Creative Suite, Microsoft Office, Power BI, and have advanced skills in WordPress, PHP, HTML, and CSS. Beyond the corporate sphere, I also bring a rich background in publishing, including serving as the owner/editor of a music and arts publication with a circulation of 60,000 and a team of 18.

I've included work samples with this message, and my portfolio is available at www.adaruiz.com. Additional websites I've developed include:

- www.retrofitdesign.net
- www.resultsinmotion.net
- www.baileyinspect.com
- www.waldorffrollerskating.com

I am currently available to begin work immediately. While my salary expectations are flexible, I would be happy to discuss compensation during the interview process. I welcome the opportunity to speak further and explore how my skills align with your team's needs.

Thank you for your time and consideration.

Warm regards,

Ada Ruiz

COVER LETTER