

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>

Director of Creative Services | MD Dept. 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

