

# SUSY RUIZ

ART DIRECTOR & SENIOR DESIGNER

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## PROFILE

Accomplished multi-disciplinary creative leader with a background in Graphic, Digital, Visual and Brand design. I have a wealth of experience in the Sports, Media, and Entertainment industries and have worked with global brands like the Olympics, NFL, Premier League, NBC Sports, Telemundo, CNBC, and WWE. With a natural process-oriented mind, I have taken teams to new levels by inspiring creativity, defining workflows, streamlining communication, and creating an open and adaptive culture that embraces new ideas, technologies, and methods.

## SKILLS

**Technical Skills:** Graphic Design, Adobe Creative Suite, Microsoft Office Suite, Figma, AirTable, Workfront, Slack, Monday.com, Trello

**Additional Skills:** Project Management, Team Leadership, Creative Direction, Brand Marketing, Cross-Functional Collaboration, Problem Solving, Team Training, Quality Assurance, Stakeholder Management, Mentorship

## EXPERIENCE

### Amazon Music, Senior Visual Designer

SEP 2024 - PRESENT

- **Creative Production:** Create and launch over 100 weekly social, web, motion and on platform assets to support promotion of Amazon Music Live concerts following Thursday Night Football.
- **Design Leadership:** Guide and train Industry Creative team on Figma best practices and help manage and adjust templates for workflow and production streamlining.
- **Quality Assurance:** Ensure quality and consistency throughout all assets created, comparing final output to brief and being mindful of adherence to the approved campaign toolkit.

### NBCUniversal, Senior Designer (Manager)

FEB 2023 - SEP 2024

- **Strategic Development:** Plan and lead strategic brainstorming and campaign development sessions to align brand direction, priorities and define action items needed to ensure a smooth project pipeline from beginning to end.
- **Creative and Innovation Direction:** Develop the creative vision for all Sports on NBCUniversal's streaming platform, Peacock. Evolving the platform to an innovative and authentic brand experience across all touch-points.
- **Team Leadership:** Mentor and manage creative team, including internal and external designers to facilitate output while creating an innovative and collaborative culture through feedback, guidance, and skill development.
- **Cross-Functional Collaboration:** Partner with Marketing, Product, Operations, and leadership to manage multiple project timelines and actively evolve workflows and processes to optimize productivity and output.

### PGA TOUR, Senior Graphic Designer

MAY 2017 - FEB 2023

- Collaborate with marketing partners to design Marketing Campaigns, approaching projects with a strategic lens and support storytelling initiatives for PGA TOUR, PGA TOUR Champions and Tournament Marketing business needs.
- Mentor and collaborate with project management, producers and junior designers and establish direction, ensure quality and inspire new concepts to enhance the brand and effectively communicate marketing messaging.
- Conceptualize, execute and present high quality designs for digital campaigns, social media assets, video productions, and other multimedia projects.

### SUSY RUIZ DESIGN LLC, Freelance Art Director & Designer

NOV 2020 - PRESENT

CLIENTS: PGA TOUR, JACKSONVILLE JAGUARS, HERFF JONES, THE ADECCO GROUP, STHREE, BRAIN BOOST MEDIA

- Art direct client projects, manage customer relationships, partner with stakeholders to understand their vision and project requirements, ensuring client satisfaction and budget through thoughtful and creative design presentations and solutions.

## EDUCATION

### UNIVERSITY OF NORTH FLORIDA (2017)

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