

KATHY RUIZ

CREATIVE
DIRECTOR
THE SOUND
OF IDEAS.COM

LINKEDIN.COM/IN/KATHYRUIZ

KATHY@
THESOUNDOFIDEAS.COM

2016
2015
2014
2013
2012
2011

NVRLND

EXECUTIVE CREATIVE DIRECTOR
03.2016 - present
New York, USA

Creative strategy, concept, and leadership. Build new and existing client relationships, and manage teams to deliver client expectations.

COLUMBIA UNIVERSITY

CREATIVE DIRECTOR
04.2016 - 07.2016
New York, USA

Marketing leadership, branding, and innovation for Columbia's School of Professional Studies.

M+C

CREATIVE DIRECTOR
05.2015 - 01.2016
New York, USA

Creative strategy and concepts, collaboration with clients and team members to deliver client expectations, new business pitches.

HUDSON ROUGE

ASSOC CREATIVE DIRECTOR
07.2015 - 10.2015
New York, USA

Creative strategy, concepts, team management, and art direction for Lincoln Motor Vehicles.

ROAR, PUBLICIS

SR ART DIRECTOR
01.2015 - 04.2015
New York, USA

Creative strategy and concepts for Chase Freedom, Chase Sapphire, Chase Slate, and Chase Retail and Business sectors

JWT

SR ART DIRECTOR
09.2014 - 12.2014
New York, USA

Creative strategy and concepts for Samsung, Ann Taylor, GM, Veterans of America, NYP, CHOA

MCGARRYBOWEN

SR ART DIRECTOR
05.2014 - 09.2014
New York, USA

Creative strategy and concepts for major pitch work for Duracell, Chase, Intel, and Maserati

EDELMAN

SR ART DIRECTOR
04.2014 - 05.2014
New York, USA

Creative strategy, concepts, team management, and art direction for Samsung's product lines (Home Appliances, Digital Imaging, TV, and Mobile)

BIG FUEL

SR ART DIRECTOR
11.2013 - 04.2014
New York, USA

Creative concepts and visual UI/UX design for Burger King, Best Buy, T-Mobile, Coty, Walmart, LinkedIn, Sally Hansen, OWN network, Aflac.

ORGANIC

ART DIRECTOR
11.2012 - 08.2013
New York, USA

Creative concepts and UI/UX design for Pepsi (Diet Pepsi, Pepsi Pulse), Olay (Fresh Effects, Ultra Moisture Body Wash, Regenerist), Visa, LG

VIVAKI, PUBLICIS

ART DIRECTOR
05.2012 - 10.2012
New York, USA

Visual UI/UX design for the development of the company's global statistical database and operating system

IRIS WORLDWIDE

ART DIRECTOR
04.2011 - 07.2011
London, UK

Creative concepts for Dominos, Philips, Pepsi, FA Cup, VW, Sony Neo, and Argos

LEO BURNETT MOSCOW

ART DIRECTOR
01.2011 - 04.2011
Moscow, Russia

Creative concepts for OnLime, WWF, and RosTelekom

OGILVY PARIS

ART DIRECTOR
09.2010 - 01.2011
Paris, France

Creative concepts for Coca-Cola, Fanta, Sprite, Bang & Olufsen, Louis Vuitton, Europcar, WWF, and Tic Tac

TEACHING

MIAMI AD SCHOOL
10.2013 - 07.2014
(New York, USA)

Instructor of Mobile Strategies

Highlighting the importance of being people-focused and tech savvy in order to create meaningful experiences via mobile devices

EDUCATION

MIAMI AD SCHOOL EUROPE
10.2009 - 12.2011
(Hamburg, Germany)

Masters Degree: **Art Direction & Copywriting**

HANZE UNIVERSITY OF GRONINGEN
09.2005 - 06.2009
(Groningen, The Netherlands)

Two Bachelors: **International Business & Marketing Management**
International Communication (China Specialization)

EXTRAS

AWARDS / HONORS

Business Insider's 'The Most Creative People in Advertising', nominee (2013). New York, USA.
JWT's Differenter College Art Battle, winner (2011). New York, USA.
Aids Global Action, winner (2011). New York, USA.
GWA Junior Agency Awards, silver (2010). Cologne, Germany
Grantee of the DELTA grant, (2006). The Netherlands
Best Speaker Award, (2003). Mexico
Artist of the Generation Award at ASFM highschool, (2003). Mexico

Honorable AP Student with Distinction at ASFM highschool, (2003). Mexico
Publicity Chairman at ASFM highschool, (2001-2003). Mexico
Generation Representative at ASFM highschool, (2001-2002). Mexico
Distinctive Member of Rotaract, (2002 - 2003). Mexico
Director of Design and Stage Management. (2000-2003). Mexico
Coordinator, Moderator, Director, & Delegate in MUN, (1999-2003) Mexico. (2006) The Netherlands

MEMBERSHIPS / AFFILIATIONS

Art Director's Club
Advertising Week Social Club (Press)
Publications: <http://www.theawsc.com/author/kathyruiz>
Miami Ad School
Creative Week (Press)
The 3% Conference
JWT's Differenter
Fashion 4 Development (Creative Director and Brand Strategist)

LANGUAGES

Spanish (native) **French** (intermediate) **Dutch** (intermediate)
English (excellent) **Italian** (intermediate)

SKILLS / COMPETENCIES

Art Direction, Copywriting, Creative Strategy, Digital and Mobile Marketing, New Business, Presentation Skills, Public Speaking, UI/UX, Method Acting, Script Writing, Stage Design, Film Direction.

Software: Adobe Photoshop, Premiere, After Effects, InDesign, Illustrator, Macromedia, Photography, Video Direction/Editing, Sound Editing, Html, SPSS