

REBECA EMELINA RUIZ MARTELL

GRAPHIC AND VISUAL INFORMATION DESIGNER | BRAND, PRINT AND DIGITAL

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PROFESSIONAL SUMMARY

Graphic and visual information designer with over seven years across agency and in-house studio environments, working in brand identity, social campaigns, and print and digital advertising. Currently designing and adapting campaign artwork for H&M at OLIVER (The Brandtech Group) across in-store, out-of-home, digital and social formats. Previously led creative direction on branding projects, from client briefing and moodboards through to launch, and headed a three-person design department.

PROFESSIONAL EXPERIENCE

OLIVER, The Brandtech Group | Creative Artworker, H&M account

Remote, Mexico | October 2024 – Present

- Design and adapt H&M campaign artwork across print and digital: in-store, window and facade displays, point of sale, out-of-home, DOOH, owned digital screens, display advertising and paid social.
- Work to brand guidelines and channel specifications, holding type, crop and hierarchy together as one campaign is re-cut for every placement and market.
- Check every file before release for specifications, resolution, bleed, color and legibility, so artwork holds up at full size and at arm's length.
- Work as one of five artworkers covering globally and locally initiated campaigns for the region, including the brand's major seasonal campaigns.

Artz Digital Marketing | Head of Design

Puebla, Mexico | June 2021 – July 2024

- Led creative direction on branding projects: ran client briefings, built moodboards, set the visual direction and presented it for sign-off.
- Created and maintained brand identities, including logos, palettes, identity manuals and branding deliverables, improving consistency across platforms.
- Directed the design department and managed a team of three designers, reviewing output for quality and consistency before it reached the client.
- Shaped design approaches for social media campaigns across client accounts, and edited photography and video for social channels.

Monstruo Canela Agency | Social Media Designer

Cholula, Mexico | January 2020 – June 2021

- Designed advertising banners, GIFs and Reels and edited video for client social campaigns, and managed brand visual identities across channels.

Earlier: Junior Designer, Centrale One on One Agency, Puebla, Mexico | 2019

KEY SKILLS

Design: Brand identity and guidelines; layout and typography; print and digital artwork; infographics and information design; motion graphics and 2D animation; interactive prototyping; presentation design.

Channels and formats: In-store, window and facade; point of sale; out-of-home; DOOH and owned screens; display; paid social.

Software: Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro; Figma; Canva; PowerPoint; Keynote.

Languages: Spanish (native); English, C1, IELTS band 8.0.

EDUCATION

Bachelor's Degree in Visual Information Design, Cum Laude | Universidad de las Américas Puebla (UDLAP) | 2014 – 2018