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www.martaruiz.com



◀ PROFILE

I'm a creative, proactive, detail-oriented design professional who is dedicated to producing successful, concept-driven design solutions. As a professional, I possess the problem-solving and interpersonal skills needed to achieve goals within a collaborative team dynamic. I'm seeking an opportunity where I can implement my design skills, management abilities and provide positive contributions within an innovative and energetic work environment.

◀ SKILLS

CSS, HTML, JavaScript, JQUERY, Adobe CS 4, Flash, WordPress, Microsoft Office, Mailchimp, Web Analytics, Webex
Spanish (fluent), French (conversational)
Member of: Boston Creative Professionals, Bookbuilders of Boston, Boston Wordpress Meetup
Travels include: France, Switzerland, Belgium, Ireland, Mexico, Venezuela, Canada and Japan

◀ EXPERIENCE

Marta Ruiz Web Design

WEB DESIGNER/ WEB CONSULTANT.....2008-Present

Designing and developing optimized web and marketing solutions for small business clients. Site design offers visually unique web presence and integrates social media functionality to and enhance user experience and deliver competitive results. Sophisticated, elegant identities designed to reflect the client's image.

Clients: Seventh Element, Ace Bailey Children's Foundation, Jesse Allen Audio, Estes/Twombly Architects, Grace Yoga, Evan Webster Ink, Kumbhak Yoga, Lawyers Coaching Collaborative, Being Ayurveda, R McKenzie Soares, Buzzpie Studio. * [click client links to visit site.](#)

Aptara Corporation

DESIGNER.....2010-May 2011

Hired to lead layout design on Language Central Science Pearson products. Daily responsibilities requires effective communication between client, editorial, and directing offshore compositors while maintaining client's design expectations and adhering to rigorous deadlines.

Houghton-Mifflin Harcourt-School Division

SR DESIGNER/ART DIRECTOR.....2002-2008

Conceptualized and designed successful educational products for customized curriculum. Responsibilities included design, art direction, and workflow management with vendors.

- Collaborated with Editorial, Marketing to conceptualize state customized feature content.
- Maintained a strong role art directing image producers, photo researchers, assignment photographers, and contract designers.

Projects: California, Texas Math 2008, National Math '05 '07. California Field Trip Cards, California History of Social Science '06, National Social Studies Vols. 1 &2, Survey, '05

Award: New York Book Show '08, First place, Books in a Series: California Math PE, Grades 3-5

Christian Science Organization-TWMBE, Marketing

FREELANCE GRAPHIC DESIGNER.....2001-2002

Hired to assist in establishing an in-house design group within Marketing for the purpose of creating and maintaining TWMBE materials for national and international promotional uses.

- Established design standards and guidelines, set protocol for distributing marketing materials to CSO, CS Reading Rooms, and for publication in newspapers and magazines.
- Conceptualized new ad campaign with Marketing team to increase domestic exposure.

Projects: Board of Lectureship Catalog, National Sales Kit for *Science and Health*

Houghton Mifflin, School Division

GRAPHIC DESIGNER.....1998-2000

Contributed, as part of a design team, to the redesign of existing educational materials.

Projects: English Grammar 2001, National Reading Program, Teachers Edition, Grade Three.

◀ EDUCATION

Massachusetts College of Art 2011

"Building the Web" (HTML5, JQUERY, Web Standards)

SMFA, Boston 2007-2008

"Introduction to Web Design" (HTML, CSS), "Intermediate Web Design" (Flash)

School of Fine Arts, University of Houston, TX

BFA-Visual Communications, Minors-Art and Architecture History
Summer Internship, MFA-Houston, TX