

# Ruby Nevelow

## Graphic Designer

### Summary

Dedicated Graphic Designer with over 5 years of experience specializing in brand and marketing design. Proven expertise in leading diverse design projects from inception to completion. With a dynamic background in both agency and in-house environments, I bring creative expertise and strategic thinking to every project. My portfolio showcases successful collaborations with a range of clients, spanning industries such as healthcare and technology, as well as retail and consumer brands. Seeking to leverage my track record of driving brand success and my ability to navigate complex design challenges in a Senior Brand Designer role.

### Work Experience

January 2022 – Present

**Principal**  
Ruby Nevelow Design LLC  
San Diego, CA

- Orchestrate end-to-end brand design projects, collaborating with diverse clients to conceptualize and actualize captivating visual identities
- Craft impactful logos, web designs, and print materials, fostering heightened brand recognition and resonance among target audiences
- Manage all business operations, encompassing client interaction, project management, and design execution, resulting in client satisfaction and sustained business growth

March 2022 – Present

**Senior Graphic Designer**  
Metafor Creative  
Remote, Contract

- Design digital and print assets such as packaging, logos, and advertisements for a variety of clients including tech, retail, and consumer brands
- Ensure all new assets are aligned with existing brand guidelines
- Visual identity creation for brands through moodboarding, brand storytelling, and content strategy

March 2022 – Nov. 2022

**Graphic Designer**  
Pluralsight  
Remote, Contract

- Created new style guidelines for e-learning course content
- Created new icons, redesign existing icons, and maintained an updated icon library for the organization
- Redesigned existing course content to match new style
- Assisted course authors with design changes to ensure all course content adhered to a rigorous visual standard

December 2018 – Jan 2022

**Visual Designer**  
Fieldwire  
San Francisco, CA

- Designed all assets for sales and marketing to support their GTM strategy
- Built processes and created templates for efficient and scalable production of these assets
- Worked cross-functionally with other teams while maintaining ownership of the entire creative process,
- Defined a visual identity and created brand guidelines
- Worked within these guidelines to produce consistent assets, while making continuous improvements that elevated Fieldwire's brand

### Skills

- Adobe Creative Suite
- Figma
- Brand design
- Web design
- Visual identity development
- Iconography & Illustration
- Photography
- HTML/CSS

### Education

**Visual Design Certification**  
General Assembly  
May 2019

**Associate in Biology**  
City College of San Francisco  
2015-2017

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### Select projects

June 2023

**datma**

Slide deck redesign

- Designed a new slide deck template to align with Datma's new rebrand
- Redesigned an extensive library of highly technical slides to improve the clarity and comprehension of complex content
- Collaborated closely with Datma's CEO and Head of Marketing to ensure alignment with their vision

May 2023

**Equitage**

Logo & Visual  
Identity Creation

- Created a unique custom logo, visual identity, & brand guidelines
- Utilized new brand guidelines to create a pitch deck, data sheet, and marketing website
- Designed a set of industry-specific custom icons

June 2022

**Maindrop**

NFT Greeting  
Card Design

- Conceptualized and designed a collection of three customizable cryptocurrency themed NFTs, specifically crafted for use as unique greeting cards
- Innovatively generated concepts, taglines, and content for each NFT
- Seamlessly integrated cryptocurrency themes into the design, ensuring alignment with Maindrop's vision.

May 2022

**Fridays With Tara**

Logo & Visual  
Identity Creation

- Designed a unique and captivating logo along with a comprehensive visual identity
- Applied the newly created branding to craft visually appealing and consistent social media templates
- Contributed to the marketing efforts by capturing product photos that effectively communicated the brand's message

August 2020

**UnCommon Law**

Visual identity update

- Worked with communications leaders to develop a new look and feel for the brand
- Created new brand guidelines
- Utilized brand guidelines to create a variety of templates and static assets including a presentation deck, social media banners, and data sheets
- Designed a set of 50 custom icons