

# RUBY BAEK

## GRAPHIC DESIGNER & ILLUSTRATOR

### CONTACT

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### HELLO!

Korean-American designer & illustrator, NYC-based. I integrate my love for colors & doodles into my work in the ad marketing, social media, fashion, & beauty design field. Plus, I have a sweet tooth & weakness for saying hi to pups!

### EDUCATION

#### School of the Art Institute of Chicago,

May 2020

Visual Communications

Honors Scholarship Recipient

#### The New School Parsons,

Summer 2019

### SKILLS

#### Software

Adobe CC (Illustrator, InDesign, Photoshop, After Effects, Animate), Figma, Microsoft Office, Procreate, Wordpress, Squarespace, Shopify, Mailchimp, G-Suite, Keynote,

#### Studio

Graphite, Colored Pencils, Watercolor, Oil & Acrylic Paint, Sewing, Photography

#### Social Media

Instagram, Facebook, Tiktok (X), Capcut, LinkedIn, Pinterest

#### Competencies

Storyboarding, Presentation Design, Digital Marketing, Advertisement, Social Media Strategy, Social Media Content Creation, Video Editing, Email Design, Digital Illustration, Print and Digital Design, Brand Identity, Team Management

### REFERENCES

Available upon request

### EXPERIENCE

#### theLab Graphic Designer (February 2021-Present)

- Lead a multi-disciplinary creative team to construct and establish tone of voice, systems of design, and templates for consumer facing marketing material and commercials that were released both on linear and digital.
- Conceptualized Sealy's 2023 visual identity and brand style guide utilized in current creatives. Feedback from consumers and clients shared that the brand developed to be more approachable, relatable and easy to digest.
- Worked alongside motion designers and copywriters to create promotional and social content for Sealy and Tempur-Pedic. Defined the social identity across Facebook and Instagram marketing and increased engagement of likes and views by 365-400%.
- Created illustrations, graphics, motion assets and print material using Adobe CC (Photoshop, InDesign, Illustrator) and video editing apps (Capcut).
- Designed and prepared visual layouts and systems on Figma to provide to web designers and clients.
- Communicated and worked collectively with team members using Slack and Google Suite.
- Creatively led the visual direction for QDOBA's promotional and "new release" menu items using Photoshop for digital ads, InDesign for in-store signage/print and Illustrator for icons and illustrations.

#### FreyDesign Productions In-House Graphic Designer (March 2020-February 2021)

- Developed a new brand style guide for the GPF Foundation, implementing a new look, tone and feel to their promotional, social and marketing materials.
- Directed a team of volunteers and designers to use the newly created brand guidelines in all assets including print materials such as pamphlets, invitations and posters for the GPF Foundation and social contents for Instagram, Facebook, and LinkedIn.
- Utilized the Adobe Creative Suite programs (InDesign, Photoshop, Illustrator, Aftereffects) to create and design visuals.
- Designed, assembled and operated client's websites using Squarespace.
- Organized and directed meetings with clients (Protect Our Parks, Kalapriya) to improve their creative appearance for their websites and print materials.
- Created animations and slideshows for public presentations to showcase at client's events using Google Suite and Adobe After Effects.

#### Freelance Graphic Designer (2017-2022)

- Established the identity and brand guidelines for Artist Playhaus (an American-based NFT start-up) including designing their company logo, implemented a new brand color palette, and created a unique type design. Also collaborated with a team of copywriters to create promotional materials for social media and event signage.
- Designed and illustrated restaurant menus for Sumo Sushi (Seattle) & Tara Kitchen (New York).
- Responsible for the new visual direction to help modernize and strengthen their menus.
- Defined and designed Glass Lizzard's social media, helping increase their engagement and follower count by 75%. Created on-brand illustrations (both vector and free hand) using Adobe Illustrator and Procreate.

#### Anna Sui E-Commerce & Design Intern (January-May 2020)

- Utilized Adobe Photoshop to develop designs and edit photoshoot images (to add onto Anna Sui's Shopify website, Instagram and LinkedIn) using Anna Sui's creative guidelines provided by the creative director and copywriter.
- Led the creative team to produce seasonal promotional materials for the Spring and Fall 2020 season.
- Updated Anna Sui's e-commerce website and was responsible for constructing communication material (ex: MailChimp) with new seasonal pieces, events, sales and informative spreads.
- Edited and enhanced photo shoot images of products and models for e-commerce use.
- Attended and assisted the Anna Sui team at photo shoots and fashion shows (NYFW).

#### KCommunications LLC Illustrator/Graphic Designer Intern (Aug 2019-Jan 2020)

- Defined the brand and social identity for Mitsuwa Marketplace and illustrated social media content for Mitsuwa Marketplace's Instagram and Facebook. My work helped increase social media interactions by 86% on average compared to previous posts.
- Assisted the director at events to help promote Mitsuwa Marketplace at snack events and conferences.
- Led the creative to redesign KCommunications LLC branding material (designed the look of their digital and print material - business cards, letterheads, and website header).
- Worked alongside a team of copywriters, photographers and clients to create a new look, tone and feel for Yoshi's Cafe re-grand opening. Directed and illustrated the visual direction of the new menu and website with the established guidelines.