



Roque Ruiz
graphic designer
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EXPERIENCE:

AdTraffix

May 2011 - current

Web Graphics & Web programming

- :: Main designer for different e-commerce sites
- :: Production of banners, landing pages and checkout forms
- :: Working with different APIs that track customer behavior
- :: Knowledge and practice with SEO tools

The Miami Herald

August 2006 - May 2011

Information Graphics

- :: Main designer and content manager for the Miami Herald website
- :: In charge of the Interactive Graphics Section (miamiherald.com/graphics)
- :: Weekly graphics and illustrations
- :: Experience in converting print graphics into successful online graphics.
- :: Some examples = Tech for the People / Obama's First 100 Days / Protective Masks / After the Crash
- :: Editing, optimizing and preparation of multimedia for the web
- :: Collaboration and teamwork with content providers

OurChinatown

January 2011 - present

Web management + backend developer

- :: Implementation of different automated widgets for fast and easier updates
- :: Content management
- :: Backend support

Robin Rile Fine Art

Freelance Web Management

March 2009 - present

- :: Art Direction and construction of the website from scratch
- :: Web management
- :: Custom implementation of email newsletter programs, blogging applications, and XML backend for easy updateability from the user side
- :: Monthly updates through automated XML scripts

Cloudberry Records

January 2007 - present

Own record label

- :: Created a concept of 3inch cd-singles
- :: Art Direction and web management
- :: Client relations and sales throughout the world including UK, Germany, Sweden, Japan, Australia and more

SKILLS:

| | | | |
|-------------------------------|-----------------------|---------------------------|------------------|
| Macromedia Flash AS 2.0 & 3.0 | Fair knowledge of PHP | Adobe Photoshop | Microsoft Office |
| Macromedia Dreamweaver | Wordpress coding | Adobe InDesign | QuarkXpress |
| HTML & CSS | Adobe Illustrator | Basic Adobe After Effects | Mac OS / Windows |

MERITS:

Summer 2007

Graduated with Honors (AiMIU Design Honors Program) / Dean's List

EDUCATION:

Miami International University of Art and Design, Bachelor's Degree

2004-2007

:: Major in Graphic Design

Miami-Dade College, Associate in Arts

2001-2003

:: Major in Computer Animation

LANGUAGES:

Bilingual in English and Spanish. Fair knowledge of Portuguese. Basic French and Swedish