

# Ruby Nevelow

## Graphic Designer

### Summary

I am a dedicated Graphic Designer with over 6 years of experience specializing in brand and marketing design. I have demonstrated expertise in leading diverse design projects from inception to completion. With a dynamic background in both agency and in-house environments, I bring creative vision and strategic thinking to every project. My portfolio highlights successful collaborations with clients across industries, including healthcare, technology, nonprofit, and consumer brands.

### 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

January 2024 – January 2025

#### Senior Graphic Designer

Lytix  
San Diego, CA, Contract

- Designed and managed end-to-end creative campaigns across web, social media, email, and print platforms, driving measurable increases in audience interaction and campaign success
- Directed junior designers and freelancers, providing mentorship, feedback, and quality assurance to maintain high standards of design excellence
- Streamlined design workflows by creating templates and improving operational processes

March 2022 – January 2024

#### Senior Graphic Designer

Metafor Creative  
Remote, Contract

- Created visual identities for brands through moodboarding, brand storytelling, and content strategy
- Designed digital and print assets such as packaging, logos, and advertisements for a variety of clients including tech, retail, and consumer brands
- Ensured all new assets are aligned with existing brand guidelines

March 2022 – Nov. 2022

#### Graphic Designer

Pluralsight  
Remote, Contract

- Created new style guidelines for e-learning course content
- Created new icons, redesigned 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 to elevate Fieldwire's brand

### Skills

- Adobe Creative Suite
- Figma
- Web Design
- Print Design
- Digital Design
- Visual Identity Development
- Iconography
- Presentation Design
- 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 2024

#### ApogeeCare

Logo & Visual Identity Creation

- Created a unique custom logo, visual identity, & brand guidelines
- Utilized new brand guidelines to create a pitch deck, digital and print marketing assets, and promotional items
- Designed a set of industry-specific custom icons

December 2024

#### Purity ReSource

Illustration and Deck Design

- Created custom graphics to clearly and simply illustrate Purity ReSource's highly technical processes
- Utilized these graphics to create an engaging and compelling presentation deck used in applications for government grants

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 complete marketing website
- Designed a set of industry-specific custom icons

June 2022

#### Purple Mattress

Iconography

- Designed an extensive set of custom icons for Purple's retail showrooms to illustrate their proprietary product features
- Created variations suitable for both digital and print applications

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