

Ruby Nevelow

Graphic Designer

Summary

I am a passionate Graphic Designer with 7 years of experience specializing in brand and marketing design. With a dynamic background in both agency and in-house environments, I bring expert knowledge and strategic thinking to every project. My portfolio highlights successful collaborations with clients across many industries, including technology, venture capital, healthcare, and consumer brands.

Work Experience

April 2025 – Present	<ul style="list-style-type: none">Serve as creative director and sole designer on large-scale rebranding initiatives for Vanguard Truck Centers and their 5 subsidiaries
Senior Graphic Designer Vanguard Truck Centers Remote, Contract	<ul style="list-style-type: none">Create a new visual identity, logos, and brand guidelines for all company acquisitions and business divisionsBuild a cohesive brand system with applications across both digital and print mediaCreate sales and marketing materials to support 39+ locations nationwide
January 2022 – Present	<ul style="list-style-type: none">Orchestrate end-to-end brand design projects, creating and refining brand narratives, visual identity, and brand guidelines
Principal Ruby Nevelow Design LLC Chicago, IL	<ul style="list-style-type: none">Design high-visibility logos, complete brand identity packages, websites, print, and digital materialsManage all business operations, encompassing client interaction, project management, and design execution, resulting in client satisfaction and sustained business growth
January 2024 – January 2025	<ul style="list-style-type: none">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
Senior Graphic Designer Lytx San Diego, CA, Contract	<ul style="list-style-type: none">Directed junior designers and freelancers, providing mentorship, feedback, and quality assurance to maintain high standards of design excellenceStreamlined design workflows by creating templates and improving operational processes
March 2022 – January 2024	<ul style="list-style-type: none">Created new visual identities for brands through moodboarding, brand storytelling, and content strategy
Senior Graphic Designer Metafor Creative Remote, Contract	<ul style="list-style-type: none">Designed digital and print assets such as packaging, logos, and advertisements for a variety of high-visibility clients including tech, retail, and consumer brandsDeveloped and refined brand guidelines for more than 15 brands and served as Senior Designer for award-winning brand design projects
March 2022 – Nov. 2022	<ul style="list-style-type: none">Created new style guidelines for e-learning course content
Graphic Designer Pluralsight Remote, Contract	<ul style="list-style-type: none">Created new icons, redesigned existing icons, and maintained an updated icon library for the organizationRedesigned existing course content to match new styleAssisted course authors with design changes to ensure all course content adhered to a rigorous visual standard
December 2018 – Jan 2022	<ul style="list-style-type: none">Designed all assets for sales and marketing to support their GTM strategy
Visual Designer Fieldwire San Francisco, CA	<ul style="list-style-type: none">Built processes and created templates for efficient and scalable production of these assetsWorked cross-functionally with other teams while maintaining ownership of the entire creative processDefined a visual identity and created brand guidelines

Skills

- Brand & Logo Design
- Visual Identity Development
- Adobe Creative Suite
- Figma
- Web Design
- Print Design
- Presentation Design
- Iconography
- Digital Marketing
- HTML/CSS

Education

Visual Design Certification General Assembly May 2019	Associate in Biology City College of San Francisco 2015-2017
--------------------------------------------------------------------	---------------------------------------------------------------------------