



Jessica Ruiters

ART DIRECTOR & WEB DESIGNER

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An inquisitive and dedicated art director and web designer with 6 years experience, based in Toronto, with an unquenchable desire to learn and explore. Worked for agencies and client side, inventing and producing global campaigns and websites in publishing, automotive, gambling and retail industries. Expertise in conceptualising, graphic design, responsive web design, branding, print, storyboarding, and UX/UI design. Able to work across all disciplines and media.

EXPERIENCE

GVC (BWIN.PARTY) Conceptual Designer

Aug.'16 - Present

Designing creative concepts for online multi-channel promotions for multiple brands. Creating web templates to be used across multiple brands. Aiding the rebranding of Foxy Bingo/Casino

Q4 INC. Digital Designer

Sep.'14 - Apr.'16

Designed high-fidelity mockups from wireframe to fully produced files for responsive websites on a custom CMS. Worked with Project Managers, Junior Designers and Front End Developers to execute creative assignments from kick-off to launch, prioritizing and managing multiple projects efficiently.

KOBO INC. Art Director

Feb.'14 - Apr.'14

Designed print and web marketing such as in-store posters, web banners and exclusive invitations for international markets; conceptualized and designed potential partnerships with other major retailers; created concepts and storyboards for videos.

DASHBOARD Art Director

Dec.'12 - Jan.'14

Conceptualized, designed & executed interactive marketing campaigns, sites and branding for various clients; worked with social, online banners and designed brand websites with a dev team from start to finish.

FREELANCE Design & Art Direction

Sept.'09 - Present

Designed projects for multiple clients including a series of online ads for Adopt Ontario, a Sustainability Report for Lowe-Martin Group, online assets for Ted Baker, illustrations for Lansons London and a full print campaign for Tire Butler.

EDUCATION

HUMBER COLLEGE – TORONTO, ONTARIO Bachelor of Creative Advertising – HONOURS

Successfully completed an integrated program replicating the structure of an agency; all of the roles and their functions within it, including copywriting, art direction and accounts.

ROSETTA Art Director Intern

Mar.'12 - Jul.'12

Involved in brainstorming and execution of client projects such as Rogers, as well as designing internal office branding. Developed a finer sense of detail and layout organization and learned to work within tight deadlines while maintaining high standards of ideation and design.

PASSIONS

TYPOGRAPHY

Received 'Best Student' award in Typography at Humber College for skill and creativity

PHOTOGRAPHY

Multiple nature photographs published in an environmental print calendar used to promote sustainable printing

READING

Nominated for General Academic Award at Humber College

TRAVEL & CULTURE

Lived in Venice for 4 months as an Au Pair exploring & learning as well as exploring my love of communication

SKILLS

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PHOTOSHOP
Advanced

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ILLUSTRATOR
Advanced

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INDESIGN
Advanced

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AFTER EFFECTS
Basic

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CSS
Basic

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HTML
Basic

UXPin

UXPIN
Intermediate

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ANIMATE CC
Intermediate