

RUBY BAEK

GRAPHIC DESIGNER & ILLUSTRATOR

CONTACT

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HELLO!

I am a Korean-American cheese-lover, color enthusiast, notebook doodler, plant mama, sweet tooth, must-say-hi-to-your-dog designer and illustrator based in New York City. I have experience in designing creative for the advertising, marketing, social media, fashion and beauty department.

EDUCATION

School of the Art Institute of Chicago,

May 2020

Visual Communications

Honors Scholarship Recipient

The New School Parsons,

Summer 2019

CERTIFICATES

Coursera: Foundation of User Experience Design by Google,

November 2022

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 / Capcut, LinkedIn, Pinterest

REFERENCES

Available upon request

EXPERIENCE

theLab Graphic Designer (February 2021-Present)

Created and developed Sealy's 2023 visual identity and brand style guide.

- Lead a team of creatives to establish tone of voice, systems of design, and templates for consumer facing marketing material.
- Defined the social identity across Facebook and Instagram marketing.
- Increased engagement of likes and views by 365-400%.

Lead a multi-disciplinary team to construct creative for Sealy's commercials that were broadcasted both on linear and digital.

Worked alongside motion designers and copywriters to create promotional and social content for Sealy and Tempur-Pedic.

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

Developed a new brand style guide for the GPF Foundation.

- Implemented a new look, tone and feel to their promotional, social and marketing material.
- Led a team of volunteers and designers to use the newly created brand guidelines in all assets.
- Designed and organized GPF Foundation's social contents for Instagram, Facebook, and LinkedIn.

Led the creative for designed print materials such as pamphlets, invitations and posters for the GPF Foundation.

Organized and directed meetings with clients, Protect Our Parks and 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.

Freelance Graphic Designer (2017-2022)

Created the identity and brand guidelines for Artist Playhaus, an American-based NFT start-up.

- Designed their company logo, implemented a new brand color palette, and created a unique type design.

Directed a team of copywriters to create promotional material 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.
- Illustrated and defined the look and feel for Glass Lizzard's social media which increased their engagement and follower count by 75%.

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

Led the creative to produce seasonal promotional materials.

- Responsible for constructing communications material (ex: MailChimp)
 - Updated the Anna Sui's website with creative guidelines provided by the creative director and copywriter.
 - Designed digital material for Anna Sui's Instagram and LinkedIn.
 - Updated the Anna Sui's e-commerce website with new seasonal pieces, events, sales, and informative spreads.
 - Edited and enhanced photoshoot images of products and models for e-commerce use.
- Attended and assisted the Anna Sui team at photoshoots and fashion shows (NYFW).

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

Defined the brand and social identity for Mitsuwa Marketplace.

- Illustrated and designed social media content for Mitsuwa Marketplace's Instagram and Facebook.

Increased interactions by 86% on average compared to previous posts.

Assisted the director at events to help promote Mitsuwa Marketplace's snack events.

Led the creative to redesign KCommunications LLC branding material.

- Created the look of their digital and print material (business cards, letterheads, and website header).

Worked alongside a team of copywriters, photographers and client to create a new look and feel for Yoshi's Cafe re-grand opening.

- Directed the visual direction of the new menu and website with the established guidelines.
- Illustrated and redesigned Yoshi's Cafe's new menu.

High Concept Labs Graphic Design Intern (August-December 2018)

Assisted a team of creatives including photographers, copywriters and designers.

- Aided with the preparations for HCL's artists' events.
- Designed promotional materials like pamphlets or email covers for HCL's artists' events.
- Led meetings and discussions about visual and creative approaches to new seasonal artists.