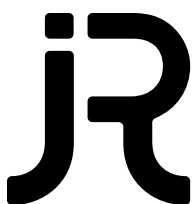




**JOAQUIN
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"JAKE"
RUIZ**

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EDUCATION

Post-Graduate

DE LA SALLE UNIVERSITY
Master of Arts in Communication, Major in Applied Media Studies
2015 – 2018

Undergraduate

DE LA SALLE UNIVERSITY
Bachelor of Arts, Major in Organizational Communication
2005 – 2008

Elementary & High School

ATENEO DE MANILA UNIVERSITY
Elementary, 1993-2001
High School, 2001-2005

CERTIFICATE COURSES

Google UX Design Professional Certificate

COURSERA
Issued January 2022

TEACHING EXPERIENCE

Assistant Professorial Lecturer

September 2013 – Present
DE LA SALLE UNIVERSITY
Department of Communication, College of Liberal Arts

Teaches the courses Desktop Publishing, Graphic Design, and Advanced Graphic Design for Organizational Communication majors. Coverage ranges from the brainstorming of communication collateral for various organizations, to the execution of these ideas with the use of software such as Adobe InDesign, Illustrator, Photoshop, XD, and Figma. Projects from the various courses range from conducting visual audits, publication design, visual identity design, and interface design (user-experience and user-interface) of websites and mobile applications.

Faculty (Part-time)

September – December 2014
DE LA SALLE-COLLEGE OF ST. BENILDE
School of Design and Arts

Taught Desktop Publishing for multimedia art students. Coverage of the course is from the brainstorming to execution and design of various visual communication collateral.

DESIGN EXPERIENCE

A mix of freelance and consultancy work for various corporate, multi-national, and non-profit organizations.

UNITED NATIONS DEVELOPMENT PROGRAMME : Graphic Artist

September 2018 – present

Provides visual identity and UXdesign services for the UNDP’s National Acceleration Modality (NAM) initiatives under the project, Development Support Services to the K to

12 Basic Education Program of DepEd. Scope includes conceptualization and illustration of DepEd's various publications, NAM visual identity and user-interface design, and layout work for various project collateral.

UNITED NATIONS DEVELOPMENT PROGRAMME : Communications and Outreach Consultant

April 2018 – May 2018

Provided visual identity and user-interface design services for the UNDP's Development LIVE, an online platform for the Paving the Way to the SDGs through Good Local Governance Project. Scope included conceptualization and illustration of the DevLive logo and application icon, overall look and feel, and layout of desktop and mobile applications including responsiveness layout options and interface design elements.

RUIZ CREATIVES GRAPHIC DESIGN SERVICES: Proprietor and Graphic Designer
2008-Present

Conceptualizes, renders, and executes designs and artwork for various projects with clients from corporate to creative sectors. Implements visual design strategies for digital and print in the form of publications (books, annual reports, newsletters, etc.), brand identities (logos, identity manuals, etc.), print collateral (brochures, business cards, letterheads, posters, etc.), web & mobile applications (UX & UI), and other visual communication needs such as illustrations and infographics.

K2 INTERACTIVE (ASIA) INC. : Graphic Designer

September 2008-December 2010

In charge of conceptualizing, designing and laying out of various corporate communications materials such as annual and sustainable reports, brochures, websites and logos for various corporations in the Philippines. Also served as an Art Director at photo shoots with regards to design projects.

Annual Reports

- Ayala Land Inc (2009), Cebu Holdings Incorporated (2008,2009), Cebu Property Ventures Development Corporation (2009), First Gen Corporation (2008), Manila Water Company (2008, 2009), Wholesale Electricity Spot Market (2008).

Sustainability Reports

- Ayala Land Inc. (2008), Manila Water Company (2008, 2009)

Brochures

- Wholesale Electricity Spot Market Corporate Brochure, 2010 Presidential Elections Candidate Scorecard for the Management Association of the Philippines

Websites

- Benpres-Holdings Corporation Corporate Website

AWARDS WON (INDIVIDUAL)

2008 Toyota Art Edge Digital Art Competition Finalist (Consolation Prize)

2010 Giordano 20th Anniversary Graphic Tee Design Competition (2nd Place)

AWARDS WON (K2 INTERACTIVE (ASIA) INC.)

ANVIL OF MERIT FOR ANNUAL REPORTS

First Gen Corporation, Manila Water Company, Cebu Holdings Inc.

GOLDEN QUILL AWARD FOR BEST ANNUAL REPORT (MERIT)

First Gen

RESEARCH OUTPUTS/INVOLVEMENTS

THE ASIAN CONFERENCE ON MEDIA, COMMUNICATION & FILM 2018
Discerning Disinformation Through Design: Exploring Fake News Website Design
Patterns

Presented on October 10, 2018 at Toshi Center Hotel, Tokyo, Japan

*Recipient of The Stuart D.B. Picken Grant and Scholarship

ISSN 2186-5906

11TH DLSU ARTS CONGRESS

Design Matters: Examining the Role of Aesthetics for a Smoke-Free Philippines

Presented on February 6, 2018 at De La Salle University

ISSN 2546-0269

NATIONAL HISTORICAL COMMISSION OF THE PHILIPPINES - BATANES

IVATAN HOUSE COFFEE TABLE BOOK

Graphic Designer / Layout Artist

Interdisciplinary grant of De La Salle University's History, Civil Engineering, and Communication departments

February 2017-present

2017 DLSU INTERDISCIPLINARY RESEARCH FELLOWSHIP

Fellow

March 1-3, 2017 at San Pablo City, Laguna

PROFESSIONAL ORGANIZATIONS

PHILIPPINE ASSOCIATION OF COMMUNICATION EDUCATORS (PACE)

Member, January 2018-January 2019

THE INTERNATIONAL ACADEMIC FORUM (IAFOR)

Member, May 2018-May 2019

PERSONALS

Fluent in English and Filipino

Adept in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Figma, and Invision. Knowledgeable in Adobe Dreamweaver.

REFERENCES

Available upon request.