

JON RUIZ

CREATIVE DIRECTOR | BRAND STRATEGIST & CONTENT CREATOR

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ABOUT

A design leader with 15+ years of experience bridging the gap between brand identity and business growth. Proven track record of scaling visual systems for B2B tech and healthcare, while independently building a digital community of 50K+ followers through strategic content creation and podcasting. Expert at navigating C-suite relationships and translating complex data into compelling, multi-platform stories.

EXPERIENCE

Creative Director

EndearHealth, Inc. - 2024 - Present, Remote

- **Executive Strategy:** Partner directly with C-suite leaders to translate high-level business objectives into scalable design initiatives that unify brand identity across digital marketing and product.
- **Operational Scale:** Architected advanced Figma workflows and brand libraries that expanded marketing output by 500% to meet aggressive OKRs without increasing headcount.
- **Financial Impact:** Reduced average project costs by 84% (\$2,186 to \$348) by restructuring the external design pipeline and optimizing the management of freelancers and agencies.
- **Cross-Functional Leadership:** Established a design-centric culture by integrating product and engineering stakeholders into the creative process, ensuring absolute brand consistency across end-to-end customer experiences.

Co-Host & Lead Creative

Out Loud & Laughing Podcast - 2025 - Present, Remote

- **Brand Ownership:** Designed the complete visual identity, including logo, social assets, and marketing collateral, resulting in a cohesive brand presence across website, YouTube, Meta and TikTok.
- **Audience Growth:** Orchestrated a content strategy that garnered over 50,000 followers through high-engagement social media assets and video editing.
- **Production & Editing:** Manage end-to-end podcast production for 100+ episodes using Riverside.fm and advanced video editing tools to deliver weekly high-quality episodes.
- **Executive Communication:** Conduct interviews with C-suite leaders and celebrities, leveraging high-level interpersonal skills to drive engaging, brand-aligned conversations.

Sr. Designer, Brand

Fasly Inc. - 2019-2023, San Francisco, CA

Directed scalable brand and production initiatives for a B2B technology leader, partnering with C-suite executives to manage external agencies and architect brand systems that supported 250+ projects; simultaneously drove an 84% reduction in per-project costs and a 500% increase in marketing output through the optimization of advanced Figma workflows.

Sr. Lead Designer

Concord Inc. - 2018-2019, San Francisco, CA

Orchestrated a comprehensive B2B rebrand in partnership with C-suite stakeholders and Digitas Design Agency to establish a cohesive visual identity, while institutionalizing a design-forward culture that leveraged engagement data to build and prioritize high-performing, reusable creative assets.

Sr. Lead Designer promoted to Staff Designer

Jiff (Acquired by Castlight Health) - 2015-2019, San Francisco, CA

Spearheaded end-to-end creative delivery and in-app customer experiences while partnering with C-suite leadership to orchestrate a post-acquisition rebrand, aligning multi-sensory UI design and cross-functional marketing campaigns with strategic business impact.

EDUCATION

University of Central Florida

BFA in Graphic Design

SOFTWARE & SKILLS

Design, Motion, & Layout:

Figma, Adobe Creative Cloud, Canva.

Production & Content:

Riverside.fm, Video Editing (Premiere/Final Cut), Podcast Branding.

Collaboration:

Google Drive Suite, Slack, Asana, JIRA, FigJam.

LEADERSHIP

Executive Presence

Seasoned in C-suite & stakeholder management.

Brand Strategy

Expert in post-acquisition identity and B2B positioning.

Creative Directing

Leading cross-functional teams and external agencies.

Agile Creator

Comfortable in high-paced, high-growth environments.

Digital Design Course Instructor

General Assembly, San Francisco

References Available Upon Request