



# Jay Ruud | SENIOR GRAPHIC DESIGNER

## ABOUT ME

Senior Graphic Designer with experience across digital marketing assets, UI/UX, web design, and print. Since 2014, I've worked across fintech, gaming, and product-driven platforms creating clean, high-end visual work for both digital and physical media. My work focuses on strong layout, typography, and adaptable visual design across a range of styles and industries.

## WORK EXPERIENCE

### UPPOINT INC.

*Dec 2023 - Apr 2026*

As a Senior Graphic Designer for a software and gaming company, I worked across branding, marketing, web design, and promotional content for both internal projects and client based work. My responsibilities included:

- Assisting with UI redesigns and visual layouts using XD and Figma
- Designing logos and branded materials in Photoshop and Illustrator
- Creating graphic and video promotions for digital campaigns
- Designing and building websites through Figma and WordPress
- Creating illustrated assets for mobile games and promotional use

### MAXIM LIGHTING INTERNATIONAL

*Aug 2015 - April 2021*

As a Marketing Specialist, I created print and digital marketing materials for a large lighting manufacturer and its sister brands, supporting product launches, catalogs, showroom displays, and web content. My responsibilities included:

- Designing catalogs, brochures, advertisements, and large format print materials
- Creating showroom graphics, banners, posters, and branded display assets
- Editing and compositing product imagery for catalogs, websites, and marketing campaigns
- Collaborating with print vendors to prepare production ready files and maintain quality standards
- Assisting with website UI redesigns and digital brand presentation

### INDEPENDENT WORK

*2012 - Present*

Freelance and independent projects spanning branding, digital media, print design, promotional materials, and visual concepts across a range of industries and styles. Selected work includes:

- Designing logos from initial concept sketches through final vector production
- Creating album artwork and promotional graphics in Photoshop
- Designing EPKs with a strong focus on typography, layout, and visual presentation
- Producing marketing materials and social media assets for small businesses and clients

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## EDUCATION

### High School Diploma

Torrance High School  
2007 - 2011

### Associate of Arts

El Camino College  
2012 - 2016

## SKILLS

|               |                      |
|---------------|----------------------|
| Photoshop     | ████████████████████ |
| Illustrator   | ██████████████████   |
| InDesign      | ██████████████████   |
| CapCut        | ██████████████████   |
| Wordpress     | ██████████████████   |
| Mac/Win OS    | ██████████████████   |
| Figma         | ██████████████       |
| Premiere      | ██████████           |
| After Effects | ██████████           |
| Blender       | ██████████           |