

FERNANDA RUIZ

GRAPHIC DESIGNER

 Oakville

I'm passionate about creating designs that feel both elegant and dynamic, striking the perfect balance between sophisticated and eye catching. Whether it's a website, branding, or print work, my goal is to create visuals that leave a lasting impression.



+1 437 871 4554



Ruiz.espinosa.karina@gmail.com



<http://linkedin.com/in/karinaruize>



<http://fernandaruize.com/>

EDUCATION



January 2024- April 2025

HUMBER POLYTECHNIC

Media Communications

Graduated with Honours

Toronto - Canada

WORK EXPERIENCE



Feb 2025 - Currently. (7 month)

Social Media Coordinator/
Graphic Designer (Part-time).

The Dirty Seahorse

- Catalog / Documents Designer.
- Video / Photo Editor.
- Brand Design.
- Email Marketing.
- Shopify Website.



SKILLS

- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Acrobat
- InDesign
- Wordpress
- Visual Code
- Canva
- Figma
- MailChimp
- Shopify
- Adobe Premiere Pro



Oct 2019 - Jan 2024 • 4 yrs 4 mos

Jewelry Maker - Social Media

Fer.Ruiz.Orfebre (Instagram Store)

- In charge of production, and sales through Instagram and web maintenance (Wordpress).
- Created and published visual content on Instagram (photos, stories, and reels).
- Wrote engaging and brand-aligned captions.
- Planned and maintained a consistent content calendar.
- Designed graphics for promotions and product launches.
- Grew the Instagram account organically from 0 to 15,500+ followers in 4 years.