

## **Andrew Ruiz**

### **2020 Design Portfolio**

Thank you for viewing the work put together to showcase creations throughout my design and development career.

I am very proud of these projects, and importantly, the relationships that formed during the process.

[hi@andrew-ruiz.com](mailto:hi@andrew-ruiz.com)



## T-Shirt Design

Here is my original Nextiva Run Club mark designed for the back of our team member's running shirt.

This design was the solution for brand recognition during training and local running events.

Software Used:

**Adobe Photoshop**

**Adobe Illustrator**





## Other T-Shirt Designs

I've also had the opportunity of creating a variety of t-shirt designs at Nextiva. These ranged from our Pat Tillman Race, team kickball, and the coveted Amazing Bowl, our corporate annual flag football tournament, set of shirts.

Software Used:

**Adobe Photoshop**

**Adobe Illustrator**





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**JumpStart Running Brand & Web Design**

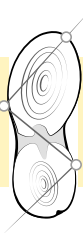




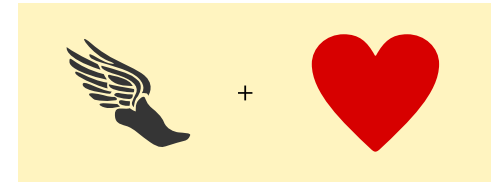
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### JumpStart Running Logo Creation Process

Like most logos, I started with a variety of fonts and tried to work in an element of running, so initially, I chose a shoe. My client wanted to convey the love of running and the Hermes “winged” foot icon. The last two variations are the combination of my favorite font, her icon(s), and an updated color scheme of **#db0000** & **#000000**.



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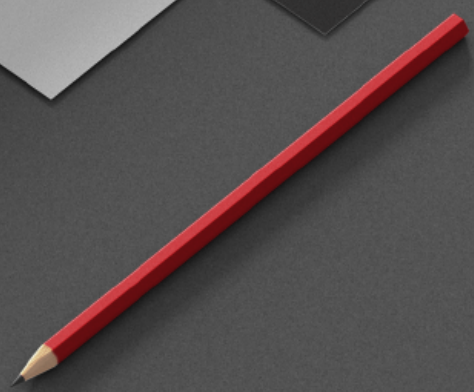
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Nicole H. Ambrust, PT, MSPT, CSCS  
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info@jumpstartrunning.com

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### JumpStartRunning.com Merchandise

My client asked for some t-shirt ideas and using the elongated version of the logo, she created her own custom visor, shown above.

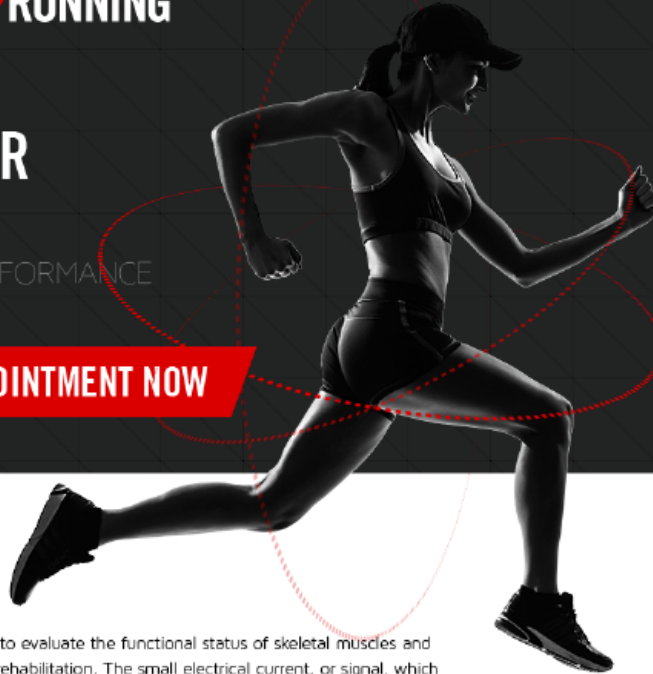




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## WHAT WE DO

Researchers and clinicians use SEMG to evaluate the functional status of skeletal muscles and assist in neuromuscular training and rehabilitation. The small electrical current, or signal, which comes from active muscles, is detected by sensors placed on the skin directly above the muscles. The strength and pattern of the signal is displayed onto a computer screen and the data is collected in a software program that is able to run various analyses of the data to create useful reports regarding muscle function.



## PHYSICAL THERAPY

Accurately observe how muscles fatigue and recover to determine treatment focus and appropriate duration of exercise in order to progress treatments faster and improve results.

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## JumpStartRunning.com Brand & Web Design

My client, a running specialist who ran multiple Boston Marathon events, wanted a website design that she could use to start her own small business.

Software Used:

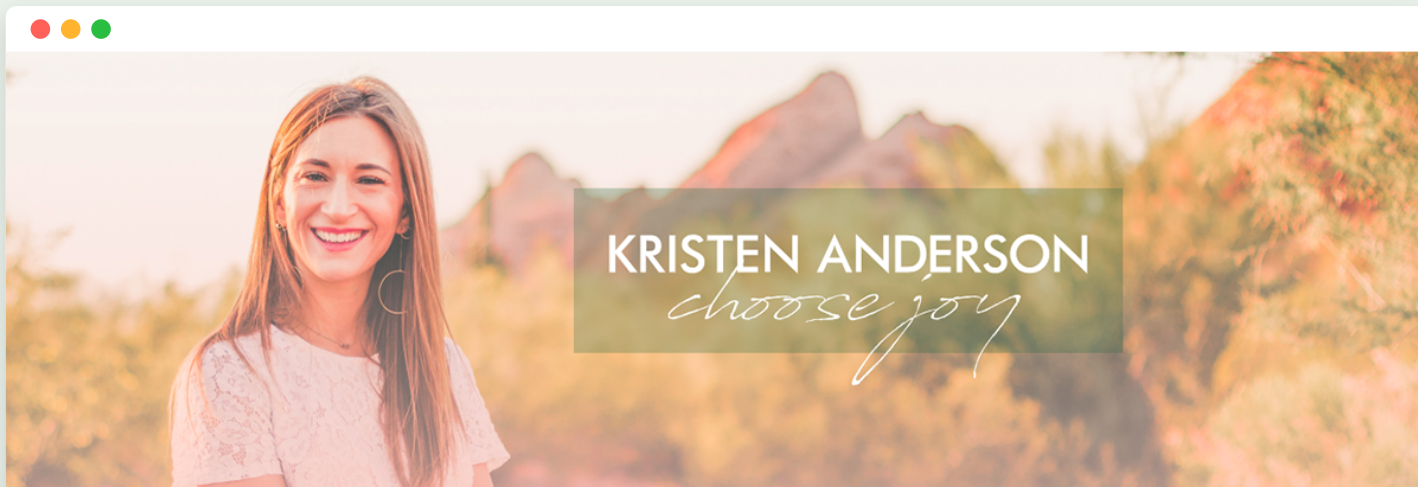
**Adobe Photoshop**

**Adobe Illustrator**

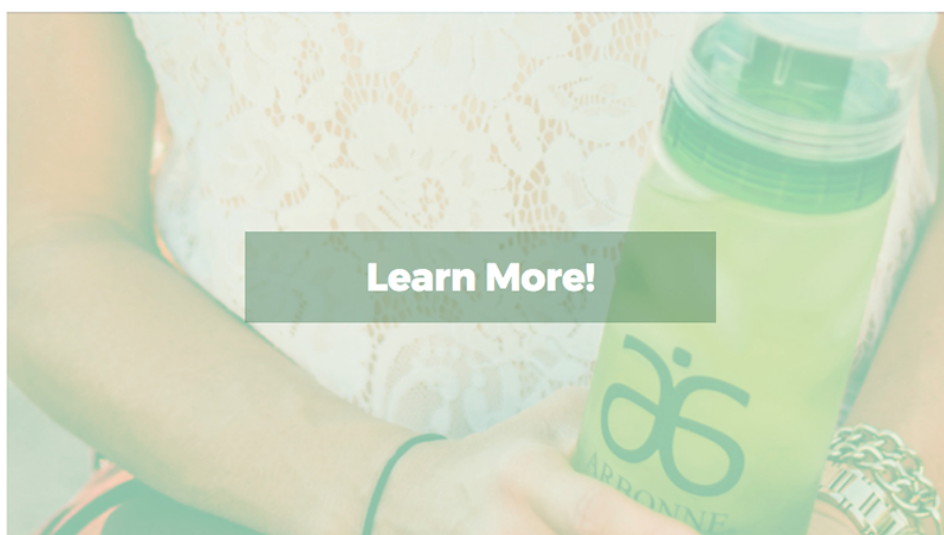
**Adobe XD**

For this tech-forward thinking client, I created a bold website following the brand strategy we previously established.





HOME | ABOUT KRISTEN | CHOOSE JOY | WHAT IS SOCIAL MARKETING



Welcome gorgeous soul! My name is Kristen, and I'm a thirty-something life enthusiast, world traveler, cat mom, and proud new wife! I am obsessed with finding the beauty and inspiration in each day.

Things I love include hot tea, fall fashion, yoga, Arizona winters, plant-powered cooking, and my audible subscription.

I didn't always, but now vibe on Mondays, and always have an inspiring personal growth book on-the-go. Here you'll find a peek inside my world! I now get to experience life with a lot more freedom than I had in the past by building a successful health and wellness business online. I am passionate about helping others manifest the life of their dreams too, so get cozy and stay awhile!

- Kristen

Instagram

## KristenBradley.com Web Design

Kristen was looking for warm-toned background photos accompanied by hues of green that matched her existing brand strategy.

Her only other requests were to keep the look clean and minimal.

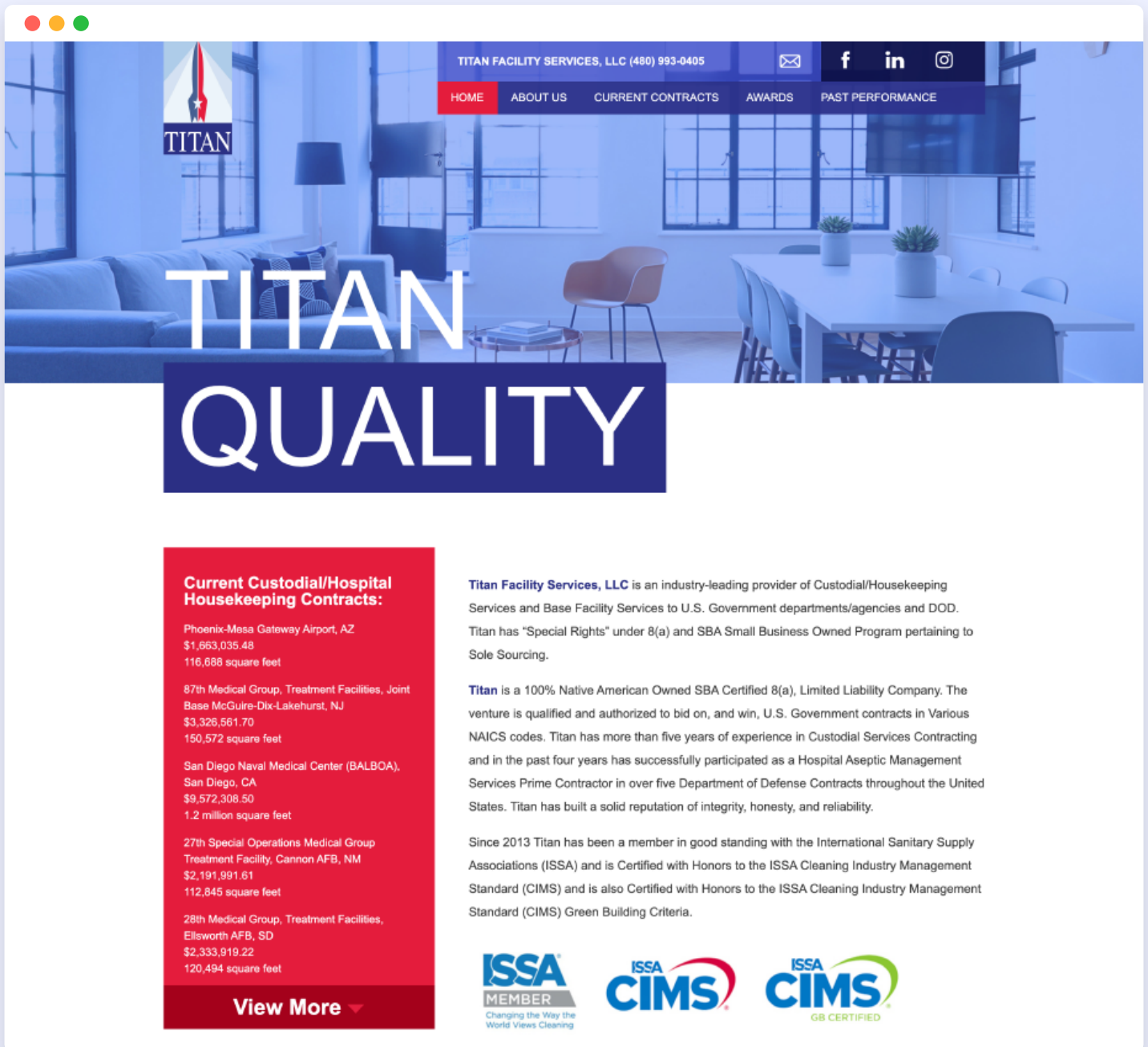
Software Used:

**Adobe Photoshop**

**Adobe Illustrator**

**Adobe XD**





## TitanFS.org Web Design

Titan Facility Services was looking for an overhaul of their existing website.

I designed the new home page with a strong emphasis on its original logo, playing on the bold colors and the tall proportion.

Software Used:

**Adobe Photoshop**

**Adobe Illustrator**

**Adobe XD**







## ICTaxAdvisors.com Landing Page Design

Commissioned to create a captivating landing page, I used the existing ICTaxAdvisors logo hues to set the tone.

The blue sidebar gives a soft visual feel that allows the information on the right to stand out.

Software Used:

**Adobe Photoshop**  
**Adobe Illustrator**  
**Adobe XD**





## Web Design Graphics

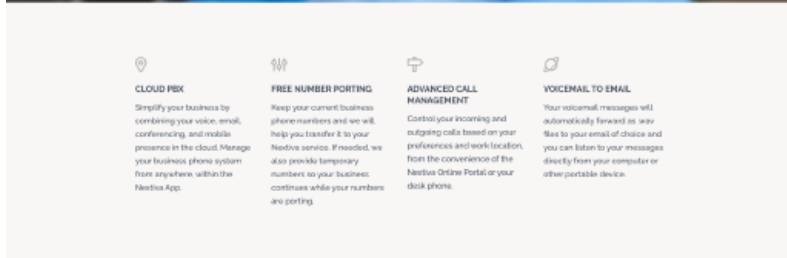
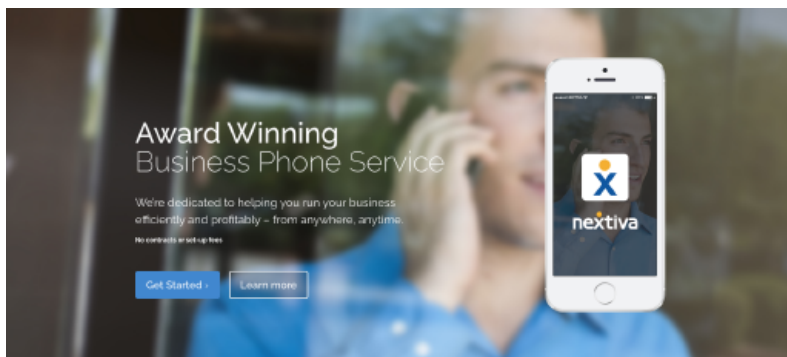
Nextiva wanted to superimpose web graphics and UI elements into real-world photography, bringing their applications to life.

Being able to manipulate the high-resolution screenshots while keeping the correct dimension - makes the products feel real.

Software Used:

**Adobe Camera RAW**

**Adobe Photoshop**



## Logo & Brand Design

Various logos are designed specifically to each client's requests, building a strong foundation for the rest of their materials.

Software Used:

**Adobe Illustrator**





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CLONING PIXEL





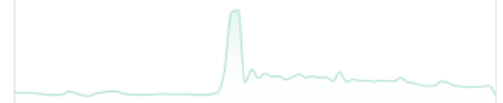
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Views

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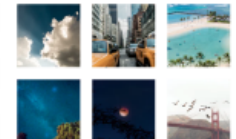
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Top features 📄

- Unsplash
- Tencent
- Trello
- BuzzFeed
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Most viewed



## Editing RAW Photograph Files

Editing my very own photos gives me the skills I need to make any corrections to fit a marketing campaign.

Software Used:

**Adobe Camera RAW**  
**Adobe Photoshop**









