



Roque Ruiz
graphic designer
305.332.4433

roque@cloudberry-design.com

EXPERIENCE:

The Associated Press (New York)

January 2012 - current

Interactive Producer

- :: Building standalone interactive graphics for thousands of customers around the world
- :: Experience in responsive design, supporting different dimensions for different platforms and embed sizes
- :: Optimizing graphics for a wide variety of browsers, from IE7 to HTML5 standards
- :: UI design according to web standards
- :: Daily and project-based interactive graphics, high-profile projects include Olympics 2016 and Elections 2012
- :: HTML templating for easy to use and reuse interactive graphics
- :: CSS skinning for various in-house widgets
- :: Content gathering and news research

AdTraffic

May 2011 - December 2011

Web Graphics & Web programming

- :: Main designer for different e-commerce sites
- :: Production of banners, landing pages and checkout forms
- :: Working with different APIs that track customer behavior
- :: Knowledge and practice with SEO tools

The Miami Herald

August 2006 - May 2011

Information Graphics

- :: Main designer and content manager for the Miami Herald website
- :: In charge of the Interactive Graphics Section
- :: Weekly graphics and illustrations
- :: Experience in converting print graphics into successful online graphics.
- :: Editing, optimizing and preparation of multimedia for the web
- :: Collaboration and teamwork with content providers

Asian American Journalist Association

January 2015 - current

- :: Application of custom widgets for the journalists needs
- :: Support and management over the Wordpress site

OurChinatown

January 2011 - 2014

Web management + frontend developer

- :: Implementation of different automated widgets for fast and easier updates
- :: Content management
- :: Backend support

Robin Rile Fine Art

Freelance Web Management

March 2009 - 2013

- :: Art Direction and construction of the website from scratch
- :: Web management
- :: Custom implementation of email newsletter programs, blogging applications, and XML backend for easy updateability from the user side
- :: Monthly updates through automated XML scripts

Cloudberry Records

January 2007 - present

Own record label

- :: Created a concept of 3inch cd-singles
- :: Art Direction and web management
- :: Client relations and sales throughout the world including UK, Germany, Sweden, Japan, Australia and more

SKILLS:

HTML, CSS & JQUERY

Macromedia Dreamweaver

Macromedia Flash AS 2.0 & 3.0

Fair knowledge of PHP

Wordpress coding

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Basic Adobe After Effects

Microsoft Office

QuarkXpress

Mac OS / Windows



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MERITS: 2015
Deadline Club winner for the interactive graphic “Mexico: The Other Disappeared”
Dart Center for Journalism winner for the interactive graphic “Mexico: The Other Disappeared”

Summer 2007
Graduated with Honors (AiMIU Design Honors Program) / Dean’s List

EDUCATION: Miami International University of Art and Design, Bachelor’s Degree
2004-2007
:: Major in Graphic Design

Miami-Dade College, Associate in Arts
2001-2003
:: Major in Computer Animation

LANGUAGES: Bilingual in English and Spanish. Fair knowledge of Portuguese. Basic French and Swedish