

Nicolas Ridruejo

Video Editor - Motion & Graphic Designer

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QUALIFICATIONS SUMMARY & TOOLS

Passionate, collaborative, enthusiastic, marketing-savvy creative with a proven history of success as a designer, strategic planner, and talent producer.

Positive, patient, client satisfaction and outcomes-driven leader. Excellent communicator, organized and detail-oriented, problem solver designer and editor, skilled at assessing, applying a critical eye for revisions, providing feedback, and delivering creative content from inception to execution on tight timelines. Technologically skilled with design programs, and attuned to brand, marketing, and campaign objectives. Spanish (native) and English (Fluent) languages.

- Video Editor & Video Production
- Motion Design
- Graphic Design & Layout
- Creative Concepting & Ideation
- Branding
- Digital & Print Media Production
- Campaign Development

- Adobe Creative Suite
- Adobe After Effects & Premiere
- Microsoft Office Suite
- Social Media Platforms

PROFESSIONAL EXPERIENCE

Motion Graphics Artist & Video Editor

Misen.com • New York City, October 2020 to Present

Help customers find the right kitchen tool while promoting and highlighting the exceptional kitchenware Misen produces.

Creating unique youtube videos, as well as facebook, instagram, google and tik tok ads. Video editing and Motion Graphic Design.

Motion Graphics Artist & Video Editor

Understood.org • New York City, July 2020 to Present

At understood, an organization dedicated to shape the world for people who learn differently, my purpose was to promote their different video series, and create social media ads, static and video.

Senior Interactive Visual Designer

Overstock.com • Salt Lake City, UT, May 2014 to Present

Help customers more easily discover, select, and purchase products on their preferred devices by designing solutions that streamline usability, functionality and marketing strategies. Spearhead ideation and concepting for interactive or illustrative materials, graphics, print collateral, and promotions across multiple products and platforms.

- Oversee planning and production of highly-visible national sales campaigns and commercials by creating storyboards to defined creative briefs, achieving executive buy-in, and collaborating with video studio to define the digital video shots needed and most efficiently execute the concept and strategy. Provide feedback and/or approvals on set design created by stylists and select models. Direct / co-direct to produce concept to match vision. Provide post-production services, editing footage into social media content (music, graphic elements, animations, sound effects, and creation). From ideation to final product.
- Collaborate with publications for print and digital spreads. Articles and paid partnerships.

Graphic Designer

Jakob Marketing Partners • Salt Lake City, UT
August 2013 to April 2014

Worked with a small team on tight deadlines to create graphically-designed pieces for a variety size of companies -from Wells Fargo to local stores- including print ads, digital ads, events signage, and collateral.

Creative Director

T&A Advertising • Buenos Aires, Argentina
March 2009 to August 2011

Conceptualized campaigns for two top Argentinian clients to be published in national newspapers, billboards and on primetime television commercials.

- Managed a small team of copywriters, motion graphics artists, and photo retouchers in creating and producing graphics, ad commercials, direct mail marketing collateral, logo designs, internet ad banners, and more.
- Partnered with cross-functional teams, including copywriters and TV producers, to ensure consistency across all campaigns.

Graphic Designer

University Of Utah • Salt Lake City, UT
October 2011 to August 2013

Designed creative and unique ideas for posters, flyers, circulars, and bulletins for multiple departments at the University of Utah.

Theatre Producer

Bede's Grammar School • Buenos Aires, Argentina
January 2008 to March 2009

Produced musicals for theatre, managing budget and finances, hiring, organizing, and overseeing the theatrical productions.

Oversaw vendor relationships including printing services, venues, lighting, and sound engineers, to ensure coordination, development, and delivery timeliness met production opening for everything to come together.

FREELANCE PROJECTS

Light The Lives Of Others • Spherion, SLC, UT
October 2019 - January 2020

Designed the campaign for Spherion's annual "give back" program in coordination with Intermountain West's Spherion offices and staff. Developed branding strategy and elements -including logo, website, design style, cards, and digital videos, and social media posts for Instagram and Facebook, helping to raise over \$45K for Salt Lake City local charities.

Fashion Arts Academy • Various Locations,
May - October 2020

Directed, produced, filmed, and edited for Online Lessons in the style of Master Classes.

Ririe Woodbury Dance Company • SLC, UT
January 2020

Created video installation/animation and stage design.

Madsen Bicycles • SLC, UT
January 2020

Developed digital video social media campaigns.

Old World Christmas • Spokane, WA
September - December 2017

Developed Graphic Design pieces.

Sundance Fashion Week • Park City, UT
January 2020

Designed video backdrop installation and music, for runway shows.

EDUCATION

Bachelor's Degree in Mass Communication
University of Utah, Salt Lake City, UT.

HONORS: Head of Class and Designated Creative Director selected to rebrand and create campaign for ABC4, Utah (2013).

Bachelor's Degree in Advertising

University of Palermo, BSAS, Argentina.

HONORS: Awarded 1st Place in Product and Lifestyle Photography Contest (2010).

Awarded 1st Place for Product Advertising Campaign that included packaging and graphics media (2008).

Awarded 1st Place for Public Relations Well-fare Campaign (2008).