

415.302.6007

Ruby Roth

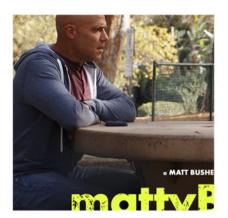
Los Angeles, California

www.DrawOrDie.com ruby@DrawOrDie.com

Ruby Roth is an artist, designer, and creative strategist who offers project execution across print and digital platforms for businesses, brands, and individuals. She combines top-level art training with strategic thinking to create bold, eye-catching work tailored to promote the unique identity and potential of every client. Hand-holder, standards-raiser, boundary-pusher.

Services Summary	Graphic design, visual website design, Squarespace website design, book design, logos, identity/branding, illustration, hand-lettering, print production/consultation. Art and creative direction, ideation, creative strategy, and marketing.
<u>Select Clients</u> Moby Lisa Bonet + Jason Momoa Bryan Cranston / Moonshot Ent. Ken Howery Issue One George Wallace United Talent Agency VegNews Magazine Ronda Rousey x Justin Bua Kareem Abdul-Jabbar x Justin Bua HarperCollins/Justin Bua	Creative direction, art direction, graphic design, website design, and illustration for clients in fashion, art, music, entertainment, beauty, food, lifestyle, sports, and health industries; identity and branding, book design and layout, product illustration, fashion illustration, hand-lettering, lookbooks, decks, EPKs, posters, invitations, e-newsletters, catalogs, social media content, photo enhancement and manipulation, color-correction, retouching. Platforms and applications include print, digital, websites (e-commerce and brand/identity), project-specific microsites, television, film, events, animation, apparel. Subcontract work for Oxygen, Nike, UFC, Toyota, Comedy Central, Microsoft, and IFC.
<u>Book Projects + Marketing</u> Andrews McMeel (1) NorthAtlantic Books (4)	Art direction, book design and layout, writing and illustration of five leading children's books with worldwide distribution (Simon & Schuster, Random House) and translation into multiple languages. Designed and executed digital, print, and social media marketing campaigns, growing an international following of 165,000+ active fans with media clips reaching more than 2 million views. Campaigns included website and blog design, copywriting, the direction of four book trailers, art prints and production, apparel, sponsored blog posts, e-newsletter content with active readership and high open rates. Consulting, readings, lectures, and panelist speaking at conferences and events nationwide.
Select Features + Press	Today Show, FOX, CNN, NBC, Glamour, Redbook, Washington Post, Wired, Rachel Zoe, Honest Co., PopSugar, Oh Joy! Endorsements and praise from Jane Goodall, Mayim Bialik, Alicia Silverstone, Jason Mraz, John Robbins, New York Times best-selling authors, as well as designers, leading activists, artists, and influencers.
Education	University of California Santa Cruz: BA Art and BA American Studies (Honors). Art and design courses at Academy of Art San Fran- cisco, Los Angeles Academy of Figurative Art, University of Southern California, Art Center at Night, College of Marin, Barnsdall Art Center, Justin Bua, Glenn Vilpuu, Marie Forleo School for Online Marketing.

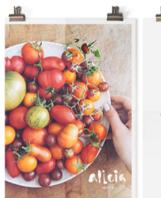
GRAPHIC DESIGN | BRANDING | ILLUSTRATION | RETOUCHING







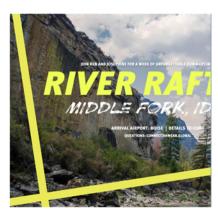




















INVITATIONS | CONCIERGE DOCUMENTS







×

## Roth-

**ISSUE ONE** 









## WESTBROOK ENTERTAINMENT



















## Agenda 2020



















## **KINSEY COLLECTION**















