



Ruby Roth Los Angeles, California 415.302.6007 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.

Select Clients

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.

Book Projects + Marketing

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 Francisco, 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.





RIVER RAFTING

MIDDLE FORK, TOMBO RIVER | AUGUST 01
COLUMBIAN, HUNTER, TALL AND BELLY CAMPING

"The closer to that Middle Fork it is, so much that a letter is held out just for the best number of parties that go to us."

PLAN YOUR TRIP

JOHN WHEATLEY ASSOCIATES MANAGES EVENTS FOR YOU
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AUSTIN COUNTRY CLUB MEMBERS HAPPY HOUR

SPRITS, WINE, AND BEV'S WILL BE SERVED
FEBRUARY 20TH 3:00 - 1:00 PM
1111 BURN STAGE DR
ROCKWELL TX 78088

PLEASE RSVP TO info@jwa.com

MEXICO TRAVEL GUIDE

Official in Mexico & a beautiful guide to the country. Mexico is a vast and diverse country with a rich history and culture. This guide provides a comprehensive overview of the country, including its geography, history, and culture. It also includes a list of the top 10 things to see and do in Mexico, as well as a list of the best places to visit in each state.

ANNABEL'S LONDON

SAT 10/16 8:00 CLOCK P

YOU'RE INVITED TO DINNER!
WITH POPPY JAMIE
BEN HOWENS AND
JOSEPHINE WEAR
* IN THE FLOWER ROOM *

PLEASE SEND DRESSY REQUIREMENTS TO CONNECT@GLOBAL

AGENDA GLOBAL

BIENVENIDOS

Join us for an intimate and exclusive celebration to honor the winners of the 2022 and 2023 awards. The event will be held in a beautiful location in Mexico City, Mexico. The evening will feature a gourmet dinner, live music, and a special presentation of the award winners. The event is open to all guests, including those who are not winners.

YOU ARE cordially invited to a gathering and dance
OCTOBER 18 - 20, 2022 | SOMERSET, ENGLAND

THE LAKES

BETH'S WARE
LAKES & GOLF CLUB

ACCOMMODATIONS

THE LAKES HOTEL
THE LAKES HOTEL
THE LAKES HOTEL

YOUR HOSTS
YOUR HOSTS (AWAY GLOBAL)
YOUR HOSTS

INVITE YOU TO THE

ART, FASHION, & FILM DINNER

Oct 15th | 7:30 for 8pm

NOMAD LONDON
MAGISTRATES' BALLROOM
28 BOW ST | LONDON WC2E 7AW

MUSIC BY JOSH GUNTON (DISCO SNAK)

FOOD & DRINKS

BURRO 1 course	LAS BRUJAS 1 course
CONTRAMAR 1 course	EL MORO 1 course
MARINO BROTTO 1 course	EXPANDED DE SALT 1 course
PIJOLE 1 course	MORA MORA 1 course
ROSETTA 1 course	ESQUINA GOMEN 1 course
ELLYS 1 course	LOVE 1 course
ULYAN 1 course	DEVOUR MEXICO 1 course

FOOD EXPERIENCES
DEVOUR MEXICO

"It was such a beautiful evening with you all and we really enjoyed your company. Thank you for everything!"

PLAN YOUR TRIP

BEACH HOUSE
BEACH HOUSE
BEACH HOUSE

Hosted by Your Hosts
Your Hosts
Your Hosts

Please Save the Date

10.15 | 7:50 pm
You are invited to the art, fashion, and film dinner in celebration of

FRIEZE

Magistrates' Courtroom, NoMad Hotel | London
Afterparty with Cocktails, DJ, and Dancing

STORM

BOULIQUE HOTELS

Reserve your stay in a beautiful location in Mexico. We've selected the best locations for you.

BUNCELA HOUSE	OCTAVIA CASA	LA VALERE
MING LOCAL HOUSE	BELLA HOTEL	BERNINI

PACKING GUIDE

We've got a range of packing guides for you to help you get ready for your trip. We've also included a list of the best places to visit in each state.



ISSUE ONE

WESTBROOK ENTERTAINMENT

KINSEY COLLECTION



BRAND ASSET PRODUCTION/MOCKUPS

