



Felipe Ruiz

Creative, Branding and Marketing Professional

Dynamic Senior Creative Director and Marketing Professional with over 20+ years of experience in marketing leadership, brand management, and creative direction. Demonstrated expertise in leading high-performing marketing and design teams within fast-paced, results-oriented environments. Skilled in identifying innovative solutions tailored to meet the diverse needs of various organizations.



602.370.6505



feliperuiz.creative@gmail.com



FelipeRuizStudio.com

Education

Master of Nonprofit Leadership & Management (MNLN)
Arizona State University (ASU)

Bachelor of Arts in Communication/Media Advertising
University of Texas at El Paso (UTEP)

Bachelor of Arts in Graphic Design
University of Texas at El Paso (UTEP)

Google UX Design Professional Certificate (In Process)

Digital Media and Multimedia Certification
University of Advancing Technology (UAT)

Creative Expertise

Adobe Creative Suite, Canva, Figma, Slack, Teams, Asana, Workamajig and Basecamp. Photographer, graphic designer, creative process and solutions, advertising, campaigns, social media, video, and web design.

Language

Bicultural and Bilingual. Fully literate and proficient in English and Spanish.

Excellent references available upon request.

Work Experience

IMS Care Center

January 2023 to present

The largest independent multispecialty provider in Arizona, Primary Care and 9 specialties with over two dozen clinic locations throughout the Valley, Payson, Buckeye and Prescott, providing medical care to all Arizona families.

Sr. Strategic Marketing & Branding Mgr.

As the head of brand and creative for IMS, I lead end-to-end marketing strategy, creative direction, and brand development efforts across all digital and traditional platforms. I manage all internal creative projects as well as external agency partnerships, ensuring alignment with business goals and brand vision. From campaigns and content to in-clinic collateral, digital and video production, I drive consistency, quality, and innovation across all channels.

- In charge of rebranding IMS and its clinics. This initiative was to create a fresh brand identity that resonates with all stakeholders as the organization transitions to independent ownership from Dignity Health
- Oversee enterprise-wide marketing strategy, branding, digital presence, communications, and cross specialty initiatives across all service lines
- Guide a cohesive visual and verbal brand identity across web, print, email, social, and in-clinic experiences for both B2B and B2C audiences
- Manage the full creative process—from concept to execution—for campaigns, video, digital content, and print assets
- Oversee vendor partnerships, media production teams, and freelance creative resources
- Lead design strategy for patient engagement campaigns and new service launches (e.g., IV Therapy, Sleep Medicine, and clinic expansions)
- Collaborate closely with CEO, executive leadership, clinic directors, and operational teams to align creative output with business priorities
- Track and optimize creative performance using KPIs across digital and physical channels
- Manage the entire marketing budget for IMS' 23+ clinics statewide, ensuring cost-efficiency and measurable ROI
- Direct and produce original photo and video shoots that represent brand authenticity and community focus, using our providers as our talent.
- Support internal communications and recruiting efforts through branded collateral and digital materials



[linkedin.com/in/felipe-ruiz-studio](https://www.linkedin.com/in/felipe-ruiz-studio)

Work Experience Cont.

EQUALITY HEALTH

August 2017 to October 2022

A whole-health company dedicated to delivering quality healthcare to a diverse and underserved population.

Senior Creative Director

Led creative efforts in advertising, marketing, and branding for Equality Health and its affiliates, increasing brand affinity, awareness, and sales across multiple channels while crafting visual narratives that support both brand and product. Served as the key liaison for developing Spanish advertising campaigns and new brands as the company expanded.

- Facilitated the positioning of the company for a strategic investment from General Atlantic, enabling Equality Health to further its mission of increasing access to care, lowering costs, and improving outcomes for underserved individuals, families, and communities nationally. Which ended up in acquiring an investment and partial purchase of the company.
- Developed digital and printed advertising campaigns at local and national levels to enhance brand awareness in Arizona, California, and emerging markets such as Texas and Tennessee.
- Designed annual wellness advertising campaigns for children and adults within the Equality Health Network division, resulting in a 20% increase in children's wellness exams.
- Directed all design needs with internal teams and advertising agencies, including campaigns, digital marketing, social media content, promotional collateral, and overall branding products.
- Collaborated closely with the CEO and Executive Leadership team on presentations and speaking engagements to promote the company.
- Coordinated and managed the creation, production, and implementation of innovative communications projects and campaigns for internal clients, proactively identifying areas for improvement and recommending solutions to executive leadership.
- Developed design collateral for community sponsorships, including branding for Equality Health Foundation Fall Festivals, COVID-19 vaccination events, flu shot campaigns in Basha's Supermarkets and Ranch Markets, and annual Phoenix Rising sponsorship commitments.
- Managed a group of designers, part-time designer, freelance designers, agency partners, videographers, and photographers.

PHISH DESIGNS/Felipe Ruiz Studio

January 2010 to Present

A brand and design consulting studio specializing in identity development, online storytelling and creative direction.

Owner & Creative Director

Responsible for enhancing the marketing efforts of small businesses and nonprofit agencies, including graphic design, web development and creative advertising campaigns. Clients include: Herberger Theater, MMR Consulting, Arizona State University, Julio Cesar Tequila, The Arizona Chapter of the National Multiple Sclerosis Society, The Wolff Company, Trellis, Copa Health, LatinaStrong Foundation, Equality Health Foundation and working with Arvizu Advertising Agency.



Work Experience Cont.

ARIZONA STATE UNIVERSITY FOUNDATION

October 2013 to September 2016

A private, nonprofit organization that raises funds for and provides contributions to ASU.

Senior Director of Strategic Marketing & Design

Led a creative team, managing the strategic alignment and quality of marketing and graphics produced by the department. Provided leadership on all projects to ensure collateral and marketing solutions aligned with the organization's mission.

- Launched and designed the quarterly publication IMPACT, showcasing philanthropic stories to a targeted audience.
- Created and art directed annual advertising campaigns in-house, reallocating funds typically spent on ad agencies to enhance paid media opportunities.
- Developed marketing collateral that supported national partnerships, increasing fundraising support and the new foundation's presence in the Washington, D.C. market.
- Prepared and directed design and marketing strategies for the real estate department, expanding the university's exposure to new capital ventures.
- Designed promotional materials for Michael Crow's speaking engagements at national universities, positioning ASU as a top-tier research expert in sustainability, entrepreneurship, and strategic research.

ASU COLLEGE OF PUBLIC SERVICE & COMMUNITY SOLUTIONS

January 2006 to October 2013

A division of ASU Downtown focused on furthering the economic, social, and cultural health of our communities.

Director of Strategic Marketing & Design

Responsible for managing the creative team and providing strategic marketing direction for the Office of the Dean, School of Social Work, School of Public Affairs, School of Criminology, School of Community Resources and Development, and the 13 independent academic Downtown college centers.

- Created the new brand for ASU COPP, 17 academic units, and centers, enhancing the college's image moving to Downtown Phoenix, and contributing to a 300% increase in student population over three years.
- Led the marketing and design team in the creation of unique marketing campaigns, increasing awareness of the new downtown campus and boosting enrollment by 75% in the first year.
- Managed the social media team and trained them on best practices to attract current and future students, resulting in increased engagement on social media channels and a strengthened college culture.
- Developed a focused imagery strategy and managed in-house photography, saving costs while improving image quality and increasing opportunities for student interaction. Taking our own and unique photos give us a more unique and original look and feel in all of our collaterals.
- Established Hispanic outreach and direct marketing strategies for the college, resulting in a 40% increase in the Hispanic student population. Several materials were created in Spanish not only to target hispanic student audience but also reaching their parents. We work closely with the American Dream Academy that assists parents to understand the process to prepare their high school kids attend college.

Work Experience Cont.

COLDWELL BANKER RESIDENTIAL BROKERAGE

07/01 to 12/05

An established residential real estate franchise with 200 offices in Arizona.

Manager of Web Development & Graphic Design

Responsible for managing the day-to-day operations of the creative team including the production of two magazines, website design, email campaign creation and the launch of a Hispanic-market division. Collaborated with internal clients and executive team to present the best marketing solutions for partners. Created exposure for the organization and provided strong design within print, digital and interactive media.

MOTOROLA SEMI-CONDUCTOR PRODUCT SECTOR

01/00 to 05/015

The Phoenix division provides the technology behind consumer, medical, networking and automotive products.

Webmaster/Senior Graphic Designer

Responsible for developing effective and creative web marketing content and strategies to meet organization goals, including the creation of an intranet site. Served as a key liaison with internal units and worked with clients as a strategic marketing representative.

VARIOUS AGENCY AND ADVERTISING POSITIONS

01/97 to 12/99

Held positions with increasing responsibility in the areas of advertising, communications, graphic design and web design, including The Prospector Newspaper and Magazine for University of Texas at El Paso, UTEP's Communications Office, and a senior-level internship at Mithoff advertising agency.

Awards & Community Involvement

Valley Leadership Institute Alumnus - Class 40	2019
Board Member – Herberger Theater Center	2015-2021
Board Member – Latin American Art Alliance by the Phoenix Art Museum	2012-2017
Board Member – ASU Chicano/Latino Faculty & Staff Association	2010-2016
Artist Mentor – Free Arts of Arizona Volunteer	2010-2015
Recipient of the ASU-CLFSA Dr. Christine Marin Staff Award for professional outreach to Latino youth, leadership and the community	2014
Leadership Mentor – ASU Obama Scholar Program	2010-2013
Board Member – ASU Downtown Leadership Council	2009-2013
Recipient of the '40 Hispanics Leaders Under 40' by BCBS and CPLC	2011
Valle del Sol Hispanic Leadership Institute (HLI) Alumnus	2007