



**Ruth Basagoitia** — *Creative & Art Director*

#### PERSONAL INFO

+1 (415) 497-4730

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#### SOFTWARES

**Illustrator**



**Photoshop**



**InDesign**



**After Effects**



**Figma**



**A.I. Tools**



Over the past 3 years, I've focused on creative and art direction for visual design and editorial illustration, building on 5 years of team leadership experience. With more than 15 years in the industry as an illustrator, visual, and graphic designer, I bring strategic thinking and strong storytelling to every project—helping digital products and brands come to life.



#### WORK EXPERIENCE

**RVO Health | Healthline Media** — New York, NY

2016 – Present

**Creative & Art Director**

2022 – Present

**Design Manager**

2020 – 2022

**Editorial Illustrator**

2016 – 2020

As Creative Director for Healthline and Medical News Today at RVO Health, I lead a multidisciplinary team of designers and illustrators in the strategic development and execution of high-impact creative across platforms. Our work spans editorial design, performance marketing, site experience, e-commerce, newsletters, and social media. I provide creative direction to ensure our work meets business goals and resonates with audiences—while also coaching and mentoring my team to support their growth and strengthen our creative output.

**Wix.com** — San Francisco, CA

**Localization & Costumer Solutions Specialist**

2014 – 2016

**Gatz** — San Salvador, SV

**Graphic Designer**

2012 – 2013

**Datum | Oracle** — San Salvador, SV

**Graphic Design & Brand Identity Manager**

2009 – 2011

#### LANGUAGES

**Spanish**

Native

**English**

Proficient

**Italian**

Intermediate

#### FREELANCES

**Crunch Culture** — San Francisco, CA

**Brand Identity, Packaging & Web**

2016 – 2017

**Sello de Oro** — San Salvador, SV

**Product Packaging Design**

2010 – 2012

#### EDUCATION

**Master's Degree in Design & Art Direction** | 2022 – 2023

ESdesign Escuela Superior — Barcelona, ES

**Creative Writing Program** | 2011 — 2012

Laboratorio de Escritura — Barcelona, ES

**Bachelor's Degree in Graphic Design** | 2003 — 2009

Universidad Dr. José Matías Delgado — San Salvador, ES