



Ruth Basagoitia — *Creative & Art Director*

PERSONAL INFO

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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 & Copy Writer

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