



Ruth Basagoitia — Creative & Art Director

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**      **Design Manager**      **Editorial Illustrator**  
2022 – Present      2020 – 2022      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 & Customer 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

#### PERSONAL INFO

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#### SOFTWARES

|               |        |
|---------------|--------|
| Illustrator   | ●●●●●  |
| Photoshop     | ●●●●●  |
| InDesign      | ●●●●●  |
| After Effects | ●●●●○○ |
| Figma         | ●●●●●○ |
| A.I. Tools    | ●●○○○○ |

#### 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