

Merilly J. Ruglas

GRAPHIC DESIGN | UX/UI DESIGN | ILLUSTRATION | WEB DESIGN | MOTION GRAPHICS

Contact | Cell: 504.351.6817 | Email: bluetori@bluetori.com
Portfolio: www.bluetori.com | Reel: vimeo.com/142337936

EDUCATION

Summer 2017

UDemy
UI/UX Design

Fall 2016

Loyola University
Motion Graphics Design

2012 - 2014

Tulane University SCS
BA in Digital Design,
Cum Laude

2007 - 2011

The University of New Orleans
BS in Marketing, 3.7 GPA

SKILLS

Graphic Design | Wireframes
UX/UI Design | Motion Design
Web Design | HTML | CSS
Javascript | Digital Illustration
Animation | Digital Imaging
Video Editing | Public Speaking
Motivational Speaker |
Creative Writer | Marketing
Social Media

SOFTWARE

Expert level:

Adobe Suite - Experience Design,
Illustrator, Photoshop,
After Effects, InDesign,
Dreamweaver, Lightroom, Flash
Final Cut Pro X
Microsoft Office Suite
Garage Band

Familiar with:

Maya Autodesk
Poser
Sketch Up

EXPERIENCE

Freelance Work

May 2013 - Present

Graphic Designer / Web Designer

Recent client - Lena Lashes

- Launching coordinated marketing campaigns through several media channels such as social media, email newsletters and text messaging to promote products, sales and promotions in order to drive daily sales. This strategy increased total sales up to \$80,000 during the month of March, and to \$100,000 during the month of April. Ever since then, monthly sales have been steady. This is almost a 60% increase in sales when comparing 2015 year-end sales to 2016 year-end sales.

- Helping to establish a brand identity by developing a style guide which will help the company keep a consistent look on newsletters, website, trade shows and social media channels.

The Blake Hotel

February 2017 - Present

Front Desk Supervisor

- Started as a night auditor, and was promoted to Front Desk Supervisor within 2 months.

- In charge of building a great front desk team, and supporting each agent.

- Assisting AGM in running day-to-day hotel operations.

Computrols, Inc.

June 2014 - September 2015

Graphic / Web Designer and Marketing Specialist

- Headed the company's digital media and print department, as well as designed all marketing materials: newsletters, product information sheets, promotional and training videos and more.

- Created a customized sales presentation for the VP of Operations that helped the company win a \$1 billion project in California for the LABBC 2015.

- Designed and edited the entire product label for their new LX Series line of controllers, including the LX Series logo.

theWELL

May 2013 - June 2014

Center for Health and Wellness Promotion, Tulane University

Graphic Designer / Student Internship

- Conceptualized and created posters, flyers and marketing collaterals used in most of their 2013 health campaigns such as the InFLUence, Healthy Tulane, Healthy You, All About Sex, and Wellness Wednesday among others.

- Designed several newspaper ads that were published in the September - November 2013 issues of the Tulane University newspaper, the "Hullabaloo."

- Assembled and edited advertising videos for theWELL's OneWave Bystander Training program for 2013.

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REFERENCES

Brian Saito, Owner
Frame City Frame Shop
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phone: 504-887-9146

Mariana Oldenburg,
Contract Art Director
Beatriz Ball Collections
e-mail:
marianaoldenburg@mac.com
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Anwer Bashi
Co-Founder/Director
of R&D, Entronix
e-mail:
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phone: 504-606-0346

PROFESSIONAL AFFILIATIONS

AIGA
Member

SGI - Lay Buddhist Org.
Member

Phi Kappa Phi
Honor Society

Alpha Sigma Lambda
Honor Society

F.L.A.M.E.
US Olympic Committee

EXPERIENCE (continued...)

1stLake Properties November 2011 - January 2013
Leasing Agent
- Met apartment leasing goals every month, and in some months, I even exceeded the goals set for the month which allowed me to earn higher commissions.
- Helped increase Sawmill Creek Apartments occupancy level from 70% up to 90% and kept it steady during the time I was there.

VOLUNTEER WORK

Appointed Young Women's District Leader 2013 - 2016
New Orleans Mid-City Hope District
SGI-New Orleans, LA

Dance Performance September 2012
World Peace Day,
LA State Capitol
Baton Rouge, LA

SGI Crew of Zulu Participant 2012 - 2013
Mardi Gras 2012 - 2013

Volunteer May 2011
ARNO Animal Shelter

CONFERENCES AND TRAINING

Conference Participant October 25, 2011
Education Day, Breakbulk Americas
Transportation Exhibit

F.L.A.M.E. Youth Participant June 2009
US Olympic Committee
Olympic Facility
Colorado Springs, CO

Conference Participant February 7 - 9, 2015
SGI Study Conference:
North America and Oceania