

Ruby Simpson

Designer

SOFTWARE

INDESIGN
PHOTOSHOP
ILLUSTRATOR
AFTER EFFECTS
FIGMA

Highly versatile and detail-oriented graphic designer with 4 years work experience in the creative field. Ruby began her graphic designer career at Frank and Oak, and after venturing into freelance full-time 2 years ago, she has acquired a wide breadth of skills working with 20+ clients in various industries. Combining her passion for design and strategy, she elevates company brands by providing the tools for a cohesive brand experience.

EDUCATION

GRAPHIC DESIGN DEC
COLLÈGE SALLETTE

PSYCHOLOGY BA
CONCORDIA UNIVERSITY

LANGUAGES

ENGLISH
FRENCH
THAI

CONTACT

514 917 4106
rubysimpson.7@gmail.com
@creative.flux

INTERESTS

SINGING AND GUITAR
RUNNING
FOODIE

SKILLS

GRAPHIC DESIGN

SOCIAL MEDIA CONTENT

PRESENTATION DECK DESIGN

EMAIL TEMPLATES

OUT OF HOME (POSTERS, BANNERS, FLYERS)

BRAND IDENTITY

MOTION DESIGN

CASE STUDIES

PACKAGING

MERCHANDISE

WEB DESIGN

UX/UI

NO CODE WEBSITE BUILDERS (FRAMER, WIX, SQUARESPACE)

[VIEW MY WORK](#)



Experience

FREELANCE

2021-present

Cartel Collective

GRAPHIC DESIGNER

Sept 2024-present

- Cartel is a content creation agency with a focus on lifestyle brands. In collaboration with the marketing manager and art director, I handled the high volume creation of marketing assets, with a focus on social media, for all their brands (Fairgrounds, Fuzz, Barbet, Flow). I worked closely with the team on creative strategy, with the aim to create viral, and innovative content.

Agence Qolab

GRAPHIC DESIGNER

May 2023-Sept 2024

- At Qolab, I was hired to help spearhead the first application of the branding for their new client Freedom Mobile. In collaboration with the copywriter and art director, I designed all digital and print design assets including email newsletters, web pages, digital advertisements, printed flyers, icons, brochures, and social media content.
- In my time there, I introduced the team to figma and created a modular layout systems for email templates cutting production time by 60%.

Fintech Cadence

GRAPHIC AND WEB DESIGNER

Jan 2023-Sept 2024

- Fintech Cadence, a fintech startup incubator in Canada, hired me to assist with streamlining their marketing assets and refreshing the branding of their many programs. As their main designer, I created assets including case studies, presentation decks, event branding and collateral, created new pages on their website, grant proposals, and participated in their "Expert Hub" where I was booked for more than 20 design consultations to help founders design their pitch decks, and give UX/UI feedback on their websites.

U7 Solutions

UX/UI DESIGNER

Jan 2023-Sept 2024

- U7 Solutions, a digital agency in Ottawa reached out to me for UX/UI services for the creation of a web application GoHandbooks. This was a 7 month long project internal project where I worked closely with CEO to understand his vision for the platform, and with developers to present mockups and explain functionality. I created all the visuals and a UI system for the platform.

IN-HOUSE

Frank and Oak

GRAPHIC DESIGNER

2022-2023

- At Frank and Oak, a household sustainable fashion brand in Montreal, I worked as a graphic designer with the marketing and digital team to create digital and print assets including email newsletters, advertisements, social media, retail signage, editorial look books, presentations, landing pages, and worked closely with the art director on sub branding for seasonal sales.
- I worked extensively on their email marketing designs, (a main channel for them with 450k subscribers) creating innovative layout concepts that showed increased engagement by 15%.

Forty Forty Labs

JUNIOR UX/UI DESIGNER

2019-2020

Conducted and prepared user research activities, wireframes, user interviews, and worked with senior designers to create intuitive and seamless digital experiences. Notable projects I worked on was the Bonlook website, and Maurèle.

Braindate

INTERNSHIP UX/UI DESIGNER

Winter 2019

Worked under senior designer on research activities, ideation, conducted stakeholder and user interviews, and participated in ideation for new features on the braindate app. I presented findings and proposed data-driven solutions to the team on a bi-weekly basis.