

I'M RUBY WESTERN

Pittsburgh-based queer designer, here to listen to your ideas about projects of any scope and translate them into visually striking, effective materials. I'm invested in digital storytelling and print perfection. I value remaining true to brand identity while bringing a little *something-something* to each design.

I prioritize work with organizations that advocate for queer health, women's health, and social justice. Because I'm trained as an artist, I'll compose your design with the care of a painting. Because I'm a self-taught designer, I'll have a fresh perspective on the possibilities. Because I'm a social-justice-minded radical queer invested in mission-driven work, I will handle all materials with great respect. Let's make something beautiful together!



education

B.A STUDIO ART

Smith College
Graduated 2012

skills

SOFTWARE

Adobe Creative Suite
Microsoft Office
Squarespace
Canva

OTHER SKILLS

Affable phone presence
Very tall
Quite responsive
Sense of humor

values

Open, clear, and timely communication

Representing/illustrating folks of all races, sizes, ages, genders, and abilities

Bringing a queer feminist, abolitionist, anti-racist mindset to every project

Commitment to / passion for accessibility standards

Meeting you where you are (in terms of business growth, budget, and scope)

Translating concepts you're excited about into useful, accessible, beautiful materials that are just right for your specific needs

Humor, generosity, and care!

experience

RUBY WESTERN DESIGN

(2016-present)

OWNER/FOUNDER

- Creating print and digital assets for myriad diverse clients
- Executing creative process from ideation to completion
- Building client brand identities from the ground up
- Retaining an employee for 2 years
- **Notable Clients:** RepresentUs, EducateUS, PL+US, Lurie Children's Hospital, ParentsTogether, Moms First, Beverage Testing institute, Howard Brown Health, Louder than a Bomb, ICAH

GIRLS WHO CODE

(2023-present)

GRAPHIC DESIGNER

- In-house designer for all projects
- Creating print and digital assets and reports across departments
- Ensuring consistent branding organization-wide for all audiences

UNITED STATES ARTISTS

(2018-2023)

SOCIAL MEDIA COORDINATOR

- Oversaw all social media activity, creating a voice for the org
- Grew Instagram following by 733% during my tenure by composing engaging text, image, and video content (as well as many memes)

AMY KROUSE ROSENTHAL

(2013-2017)

ASSISTANT / COLLABORATOR

- Ideated and edited books, stories, and articles with the *New York Times* bestselling author
- Created all graphics, including book specs and social media images
- Responded to all inquiries, created rapport and built relationships with contacts (some high profile)