

# Nicolas Ridruejo

Video Editor - Motion & Graphic Designer

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## QUALIFICATIONS SUMMARY & TOOLS

Creative and results-driven Motion Designer, Video Editor, and Graphic Designer with expertise in content creation, brand development, and digital storytelling. Proficient in Adobe Creative Suite; including Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro; as well as Figma. Skilled in planning and creating social media content, developing multi-platform marketing campaigns, and delivering high-quality visuals aligned with brand strategy. Known for working efficiently under tight deadlines while maintaining a high level of professionalism, precision, and attention to detail. Experienced in managing projects from concept through execution, ensuring impactful audience engagement and consistent brand representation.

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## PROFESSIONAL EXPERIENCE

### **Senior Interactive Visual Designer - Video Editor**

**Bed Bath & Beyond & Overstock.com** • SLC, UT, May 2014 to Present

Lead creative development and execution of digital and video content for national campaigns, product launches, and brand initiatives. Concept, direct, design, and edit agency-level TV commercials, digital ads, and social media content across Facebook, Instagram, Google, TikTok, and YouTube. Deliver high-impact creative under tight deadlines, balancing strategy, storytelling, and brand objectives.

- Develop cross-platform marketing assets from concept and storyboarding to final production and motion design.
- Produce TV commercials, social media ads, and digital video content focused on visual storytelling and brand consistency.
- Manage creative direction for external print and digital partnerships, including sponsored content and advertorials.
- Plan and execute social media content calendars, leading campaign ideation, asset creation, and brand alignment.
- Provide post-production services including editing, animation, sound design, and graphics integration across digital platforms.

### **Senior Designer & Video Editor**

**Douglas Elliman** • NYC, September 2021 to Present

Design and execute high-impact marketing, advertising, and branding materials across print, digital, and video platforms. Collaborate closely with the marketing team to translate creative briefs into custom and templated assets, supporting a wide range of business initiatives. Projects include print and digital ads, brand and logo development, custom collateral, pitch presentations, social media content, and fully produced video campaigns. Deliver polished, brand-aligned creative under tight deadlines, ensuring visual consistency and strategic impact across all channels.

### **Motion Graphics Artist**

**Boston Medical** • BSTN, MA, Nov 2024 to Present

Create templates and social media videos to highlight Boston Medical's products. Design engaging, brand-aligned content using motion graphics and video editing. Collaborate with marketing to enhance digital storytelling and campaign impact.

### **Motion Graphics Artist & Video Editor**

**Lume & Mando** • SLC, UT, July 2021 to March 2025

Create unique ads with original and user-generated content, showcasing deodorant and hygiene products. Edit social media ads with cuts and graphic effects for Facebook, Instagram, Snapchat, Google, and TikTok.

## **Motion Graphics Artist & Video Editor**

**Misen.com** • New York City, October 2020 July 2023

Help customers find the right kitchen tool while promoting and highlighting the exceptional kitchenware Misen produces. Creating unique youtube videos, as well as facebook, instagram, google and TikTok ads. Video editing and Motion Graphic Design.

## **Motion Graphics Artist & Video Editor**

**Understood.org** • NYC, July 2020 to August 2021

At understood, an organization dedicated to shape the world for people who learn differently, my purpose was to promote their different video series, and create social media ads, static and video.

## **Previous jobs**

**Jakob Marketing Partners** • Graphic Designer • August 2013 to April 2014

**University Of Utah** • Graphic Designer • October 2011 to August 2013

**T&A Advertising** • Creative Director • March 2009 to August 2011

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## **PAST FREELANCE PROJECTS**

**Made In** • Recurring 2023 - 2024

Working with pre-shot footage to craft engaging social media commercials. Editing videos to create compelling narratives and visuals that resonate with the audience. Role that required a keen eye for detail, storytelling skills and good understanding of social media platforms and their audiences.

**Jennifer Fisher** • Recurring 2022 - 2023

Creating engaging social media ads by both shooting new footage and enhancing pre-shot footage. Involving a mix of creative planning, filming, and post-production editing to craft visually appealing and effective ads for her brand.

**Light The Lives Of Others** • Spherion, SLC, UT  
October 2019 - January 2020

Designed Spherion's annual 'give back' campaign, developing branding, logo, website, digital assets, and social media content. Helped raise over \$45K for Salt Lake City charities.

**Fashion Arts Academy** • Various Locations,  
May - October 2020

Directed, produced, filmed, and edited for Online Lessons in the style of Master Classes.

**Tubi** • Various Locations, July 2020

Creation of several social media posts.

**Ririe Woodbury Dance Company** • SLC, UT  
January 2020

Created video installation/animation and stage design.

**Madsen Bicycles** • SLC, UT  
January 2020

Developed digital video social media campaigns.

**Old World Christmas** • Spokane, WA  
September - December 2017

Developed Graphic Design pieces.

**Sundance Fashion Week** • Park City, UT  
2020 - 2024

Designed video backdrop installation and music, for runway shows.

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## **EDUCATION**

**Bachelor's Degree in Mass Communication**  
University of Utah, Salt Lake City, UT.

HONORS: Head of Class and Designated Creative Director selected to rebrand and create campaign for ABC4, Utah (2013).

### **Bachelor's Degree in Advertising**

University of Palermo, BS.AS., Argentina.

HONORS: Awarded 1st Place in Product and Lifestyle Photography Contest (2010).

Awarded 1st Place for Product Advertising Campaign that included packaging and graphics media (2008).

Awarded 1st Place for Public Relations Well-fare Campaign (2008).