

Nicolas Ridruejo

Video Editor - Motion & Graphic Designer

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QUALIFICATIONS SUMMARY & TOOLS

Creative and results-driven designer with expertise in video editing, motion design, social media content, and brand development. Skilled in Adobe Creative Suite, After Effects, and Premiere Pro, with a strong eye for detail, storytelling, and brand consistency. Experienced in creating engaging digital content for marketing campaigns, social media, and multi-platform distribution. Adept at managing projects from concept to execution under tight deadlines while ensuring brand alignment and audience impact. Strong background in digital marketing, campaign development, and cross-functional collaboration to drive successful creative strategies.

- Video Editor & Video Production
- Motion Design
- Graphic Design & Layout
- Creative Concepting & Ideation
- Branding
- Digital & Print Media Production
- Campaign Development

- Adobe Creative Suite
- Adobe After Effects & Premiere
- Microsoft Office Suite
- Social Media Platforms

PROFESSIONAL EXPERIENCE

Senior Interactive Visual Designer - Video Editor

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

Help customers more easily discover, select, and purchase products on their preferred devices by designing solutions that streamline usability, functionality and marketing strategies. Spearhead ideation and concepting for interactive or illustrative materials, graphics, print collateral, and promotions across multiple products and platforms.

- Creating unique TV commercials, digital media, youtube videos, as well as facebook, instagram, google and TikTok ads. Video directing, editing and Motion Graphic Design. Collaborate with publications for print and digital spreads. Articles and paid partnerships.
- Oversee planning and production of highly-visible national sales campaigns and commercials by creating storyboards to defined creative briefs, achieving executive buy-in, and collaborating with video studio to define the digital video shots needed and most efficiently execute the concept and strategy. Provide post-production services, editing footage into social media content (music, graphic elements, animations, sound effects, and creation). From ideation to final product.

Senior Designer & Video Editor

Douglas Elliman • NYC, September 2021 to Present

Focused on the design and execution of Douglas Elliman's marketing, advertising, and branding-related collateral. Working with the marketing team, following through on briefs for custom and templated marketing needs. These include print and digital ads, branding and logo development, custom collateral materials, pitch presentations, and social media assets, including fully realized video campaigns.

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

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.

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).