

camille ruiz-funes

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experience

Senior Art Director, Havas Health | 2022–present

Developed compelling tactics for top-tier global brands and leveraged leadership skills to supervise and mentor a team of art directors and designers.

- Trained and led a team of designers in eWizard, a CLM and Email software program
- Led the development of 6 CVAs across Skyrizi's brands
- Spearheaded Skyrizi's product photoshoot
- Designed significant digital tactics under the Synagis brand, such as Spotify ads for caregivers, an iPad game for reps and physicians, and an interactive guide for marketers
- Leveraged UI/UX expertise to drive the optimization of Lupron's DTC website
- Transformed the Fluenz CVA with UI/UX and data visualization expertise
- Created Meta social media ads for the Fluenz unbranded campaign
- Consulted on 14 brand strategy and experience campaigns for AbbVie, AstraZeneca, Galderma, and Ultradent brands
- Constructed assets for 10 medical booths across 5 congresses for AbbVie and AstraZeneca brands

Senior Art Director, Harrison & Star | 2021–2022

Supervised a junior art director, fostering collaboration and creative growth that inspired engaging content and innovative digital tactics for US and global brands.

- Led the unbranded campaign for Santen's launching brand Omlonti, which included the look and feel of the landing page, banner ads and emails
- Collaborated with the client and FDA to develop the logo and packaging for Omlonti
- Launched YouTube and Twitter platforms for Zepzelca
- Collaborated with a cross-functional team to construct an anamorphic illusion of Zepzelca's hero image for ASCO
- Developed unbranded and branded digital assets for Zepzelca in the form of emails, websites, banner ads and an IVA

Graphic Designer, AbbVie | 2018–2021

Leveraged AbbVie's brand standards and combined creative strategy and human-centered design principles to craft impactful print and digital materials for Research & Development and Corporate branches.

- Led the design of impactful booth experiences and developed compelling scientific materials for leading congresses, showcasing advancements across a wide range of diseases for both in-person and virtual formats
- Developed physician, patient, and recruitment materials for clinical trials exploring innovative treatments for diseases such as COVID-19, Non-Small Cell Lung Cancer (Teliso-V), Parkinson's disease (ABBV-951), Spinal Cord Injury and Stroke

Creative Director & Designer, Freelance | 2018–present

Consulted on and created key digital and print assets for innovative startups and small businesses.

- Top clients include SOCIAL Sparkling Wine, Supply Clinic, Tailgreeter, University of St. Mary of the Lake and 50by40
- Example materials include website landing pages, board of director and investor decks, infographics, packaging, logos, and branding

skills

AI: ChatGPT, Adobe Firefly, Midjourney, Runway

Basic coding: Java, C++, HTML, CSS

Healthcare-specific applications: Veeva, GLAMS, eWizard

Industry applications: Figma; Adobe suite: Adobe Express, Illustrator, InDesign, Photoshop, Xd; Microsoft Office, Apple OS

Presentations: PowerPoint, Keynote, Prezi

Web: Ceros, WiX, Dreamweaver, Wordpress

recognition

HUSTLE Award, Havas Life Chicago, 2024

Mentor, Havas Life Mentorship Program, 2024

Culture Club Ambassador & Liaison, Havas Chicago Village, 2023–present

Design Thinking Panelist, Northwestern University, 2021

Beacon Awards, Virtual Meetings & Award Designs, AbbVie, 2021

Award Nominee, HOW and GDUSA

In-House Design Awards, 2019

Spotlight Awards, AbbVie, 2018–2021

education

BFA Graphic Design, Spring 2018

School of Art & Design

University of Illinois at Urbana-Champaign

Graphic Design Studio, Fall 2017

Danish Institute for Study Abroad

Copenhagen, Denmark

certifications

Google UX Certificate, Ongoing

Coursera

interests

I am passionate about creating meaningful, intelligent design through research, collaboration, critical thinking and creative problem solving. I am interested in all things digital, UI/UX, experience planning, logo design, branding, packaging, and typography.

When I'm not designing, I enjoy reading and learning; spending time outside; laughing with family and friends; and good food.