Daniel Ruiz

Senior Graphic Designer with 8+ years of experience in graphic design, creative direction, motion graphics, and large-format print production. Leads visual work from concept and storyboarding through production-ready execution, building cohesive brand experiences across digital products and physical environments.

www.designsdr.com

(714) 683-7539

contact@designsdr.com

Experience

Lead Product Designer
FYI - www.fyi.ai
May 2022 – Current

- Directed the development of FYI's visual brand system, establishing cohesive typography, iconography, motion, and design standards across digital experiences to strengthen brand consistency and scalability.
- Directed FYI's product vision and strategic redesign around its flagship AI Agent Builder, integrating agentic capabilities across existing features to establish it as the app's core experience and #1 most-used feature.
- Led the design of EDU.FYI, an AI-powered learning experience developed with Arizona State University and NVIDIA, transforming education through personalized AI experiences designed to improve student engagement and learning outcomes.
- Led the design of FYI RAiDiO, an innovative AI-powered radio experience spanning mobile and automotive infotainment, developed for Mercedes-Benz and Qualcomm's Snapdragon Ride Zinger concept, showcased at CES 2026.

Head Graphic Designer / Production Manager
Superior Signs and Graphics
www.superiorsignsandgraphics.com
September 2017 – May 2022

- Directed 300+ multidisciplinary design projects from concept through production for prominent clients, including Amazon, Hilton, Boys & Girls Clubs, and Cal State universities, delivering cohesive branding, signage, environmental graphics, and large-format print solutions.
- Oversaw print preparation, material selection, color accuracy, and production specifications to ensure precise printing and installation.
- Increased team productivity by 35% and reduced production errors by 25% through optimized workflows and quality control processes.

Freelance Designer
www.designsdr.com
December 2009 – Present

- Delivered branding, marketing, and visual design work for 100+ clients across print and digital media

Education

California State University, Fullerton
BFA Graphic & Interactive Design
September 2017 - May 2020

Projects

Apple AirTag Wallet Case
UX and Product Design

- Designed and launched a physical consumer accessory, managing research, prototyping, production, and go-to-market execution.
- 20,000+ units sold

Skills

Creative & Design
Creative Direction, Brand Identity, Visual Systems, Typography, Iconography, Motion Graphics, UX/UI Design

Print & Production
Large-Format Printing, Environmental Graphics, Print-Ready File Preparation, Quality Assurance, Vinyl & Substrate Selection, Color Management

Tools & Technical
Adobe Illustrator, Photoshop, After Effects, Figma, Jira, Plane, HTML/CSS, ONYX RIP