



Urayoán "YOA" Ruiz Paneque - yoa@yoacreative.com - 786.426.8980

Creative thinker with experience in the visual arts and advertising industry.
Skilled visual artist proficient in computer and traditional art.
Excellent verbal and written communication skills in English and Spanish.



Yoa Creative - www.yoacreative.com

2002 - Present (Miami, FL)

Art Direction, Creative Consultant, Design, Branding, Print & Digital Platforms, Account Management, Promotions, Advertising, Sales, Copywriting, Social Media, Strategic Marketing for Multicultural Clients (General & Hispanic Markets)

Notable Clients: Domino's Pizza, Florida International University, Miami Dade College, NOVA Southeastern University, Sprint, Verizon, Luxury Estates, BxP Marketing, Adhesives Tech, Propulsion Technologies, IsoFlex, SGAE, VCS Security, The Lapel Project, Smile Physician, Stonica, Natural Flowers, Fresca Farms, New Fitness Concepts, Mojitos, Karate America, Holy Cross Hospital, Florida Department of Health, City of Plantation, CargoNation, Broward County, Port Everglades



Yoa Art - www.yoaart.com

2006 - Present (Miami, FL)

Fine Art, Commissions, Exhibits

Featured in The Miami Herald, MSN.com, DUO Magazine, Miami Modern Luxury Magazine, LUXE Magazine, Art Business News and Univision TV Network.

Notable Exhibits: Boca Raton Museum of Art, Spectrum Art Fair during Art Basel Miami, il Gabbiano, Wirtz Gallery, Four Seasons Hotel, Viceroy Hotel, Las Olas Art Festival, Beaux Arts University of Miami, Sister Cities International Expo, Suntrust Bank



Zubi Advertising

2005 - 2006 (Coral Gables, FL)

Junior Art Director

TV, Print, Radio, Copywriter (English and Spanish)

Clients: Ford Motor Company, new business pitches Movida, Miller Lite



Extracurricular

St. Brendan High School - 2015-2017

Teacher of Fine Art . Graphic Design . Advanced Placement/College Level

(Included students with special needs such as Autism, ADD and ADHD.)

Spring of Life Fellowship Church - Media Department, Youth Group

Youth Baseball & Basketball Coach

Art Ventures - Teacher Trainer

Miami Children's Hospital - Volunteer Paint with Kids Workshop

Education

Florida International University

Miami, FL. 2005

Bachelor of Science in Communications

Concentration in Advertising

Software

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro,

Wordpress, Elementor, Adobe Premier Pro, Shopify,

Microsoft Word, Excel, Intuit Quickbooks