

# RUTH ADA AYAMBEM

Aspiring Digital Media Specialist

Ithaca, NY | [raayambem@gmail.com](mailto:raayambem@gmail.com) | (929)-832-0364 | [LinkedIn](#) | [Portfolio](#)

## Key Skills

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- Competent in WordPress, Blender, JavaScript, SQL.
- Proficient in Figma, Adobe Premiere Pro, Photoshop, Illustrator, AfterEffects, Adobe XD, HTML5, CSS, Python, Usability Testing, Wireframes, Prototyping, Information Architecture, User Personas
- Advanced in Microsoft Office 365, Canva.

## Digital Media Experience

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**BUZZSAW MAGAZINE**, Ithaca, New York ————— August 2023 – Present

### Web Editor

- Managing/Updating website layout and design to support brand consistency for over 1K monthly visitors.
- Managing weekly website content updates.
- Developing and maintaining web content management systems, including WordPress.
- Monitoring website analytics to evaluate content performance and optimize web content.

**PARK PROMOTIONS**, Ithaca, New York ————— August 2022 – Present

### Graphic Designer

- Developing creative concepts and designs for logos, websites, advertisements, brochures, and digital marketing materials to audience of +11K across social platforms.
- Taking direction and adjusting designs quickly and efficiently.
- Proven success in meeting deadlines and staying within project budget.
- Coordinated with cross-functional teams, including marketing and development, to ensure seamless execution of design deliverables.

**BUZZSAW MAGAZINE**, Ithaca, New York ————— August 2023 – Present

### Art Editor

- Developed creative concepts for covers and art projects, including layout and design of images and text for magazine circulation of +500 copies.
- Supervised team of 20+ artists/designers to ensure efficient workflows and top-notch production quality.
- Produced digital art for use on websites, blogs, and other digital media outlets.
- Utilized software programs such as Adobe Photoshop, InDesign, and Illustrator.

## Projects

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### STAGE by Spotify

December 2023

#### *UI/UX Researcher and Designer*

- Employed an iterative design process, including ideation, wireframing, prototyping, and user testing
- Worked collaboratively in Figma with 3-person team. Effective teamwork.
- Identified and addressed key usability issues through effective user testing.
- Creative and aesthetically-pleasing final interface, drawing inspiration from Spotify's brand and UI.

## Education & Honors

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**B.S. in Emerging Media (Minors - Computer Science, Graphic Design)** August 2022 – \*May 2026

*Ithaca College (Roy H. Park School of Communications)*

**GPA - 4.0**

- Dean's List (All semesters) – GPA of 3.70+ with courseload of at least 15 credits.
- Member of Oracle Honor Society – Maintained GPA within top ten percent of students in Park School after completing 2 full semesters.

## Certifications

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### Full-Stack Web Development

August 2022

HiiT Plc IT Training Institute, Nigeria