

Alexander Ruf

Brand & Marketing Designer

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Designer across agency, product, and in-house brand work. Expertise in Figma and Adobe Creative Suite, building everything from social and email assets to full visual identity. Shipped brand and campaign design for consumer, SaaS, and healthcare products, most recently owning visual identity and data visualization at Checkmk. Comfortable moving across web, social, email, print in the same week, and iterating fast on feedback.

SKILLS

Visual Identity & Brand

Brand Identity Design, Brand Guidelines Management, Visual Identity Systems, Data Visualization

Design Production

Graphic Design, Illustration, Infographics, Layout Design, Print & Marketing, Social Media Design, Email Campaign Design

Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver)

Fundamentals

Typography, Color Theory, Layout Systems, Design Quality Assurance

Collaboration

Cross-Functional Collaboration (Marketing, Product, Content, Development), Stakeholder Communication, Feedback Iteration

EXPERIENCE

08/2025 - PRESENT

Freelance Designer

- Built brand identity, social media template system, and website design for an aesthetic medicine practice, covering visual identity, layout, and on brand asset production
- Delivered assets across web, social, and print from a single style guide, keeping visual consistency across every channel
- Managed the full design cycle direct with the client, from concept through stakeholder feedback to final delivery

11/2024 - 08/2025

Senior Graphic Designer

Checkmk, Munich, Germany

- Maintained brand identity and visual guidelines across all internal and external touchpoints for a B2B software product
- Produced infographics and data visualization assets translating technical product data into clear visual content
- Designed social media assets and campaign materials supporting marketing across multiple digital channels

09/2023 - 11/2024

UI/UX design course

- Completed during an active job search.

08/2021 - 11/2023

UI/UX Designer

Selfapy, Berlin, Germany

- Redesigned the website layout of the patient-facing site
- Implemented UI changes within the medical app
- Mapped the full patient user journey for the core medical product

12/2020 - 08/2021

Marketing Designer

Selfapy, Berlin, Germany

- Produced flyers, brochures, roll-ups, and conference stands aligned to brand and UX standards
- Designed social media assets across multiple channels
- Directed video content strategy across social channels, keeping brand consistency across every format

EDUCATION

2008 - 2012

Bachelor's Degree, Business Administration and Graphic Design

Universidad Nueva Esparta, Caracas,
Venezuela

CERTIFICATIONS

UX/UI Design - IronHack

UX Design & User Experience Design -
Udemy

User Experience Design Essentials -
Udemy

LANGUAGES

German B2

English C2

Spanish C2

EXPERIENCE, CONTINUED

08/2015 - 11/2020

Senior Web Designer

Peak Ace AG, Berlin, Germany

- Built static and interactive infographics, e-books, and whitepapers, simplifying complex data for broad audiences
- Maintained brand guidelines across every internal and external touchpoint
- Produced design assets for SEO and digital marketing campaigns

2010 - 2014

Co-Founder, Art Direction

XPERTOS PRO