



MOSES RUPERTO III

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Creative professional with 14+ years of experience in graphic design, branding, and digital marketing. Combines strong visual design expertise with UGC content creation to deliver compelling brand stories across social and digital platforms.

Work History

Graphic Designer - Tzumi Electronics - New York, New York (Sep 2025 - Present)

Responsible for creating high-quality eCommerce visuals and digital assets across product listings and on-line retail platforms. Designs packaging, product graphics, and marketing materials that support brand consistency, improve product presentation, and enhance customer engagement across multiple retail channels.

Senior Graphic Designer - Real Essentials - Brooklyn, New York (Nov 2022 - Feb 2025)

Built graphics for Amazon and social media platforms. Implemented strategies to ensure high-quality work to effectively communicate to the brand's audience.

Graphic Designer - Packable - Lake Success, New York (Nov 2019 - May 2022)

Provided support for the design, development, and production of print and digital marketing materials. (Worked with 30+ brands)

Senior Graphic Designer - Sprigs Life - Corona, New York (Sep 2012 - April 2018)

Designed packaging for health and wellness products. Produced all graphics and layouts for company's quarterly catalog.

Junior Graphic Designer - Christ Tabernacle Church - Glendale, New York (Dec 2005 - Dec 2009)

Produced artwork for events, bulletins and merchandise. Assisted the senior designers with website maintenance and office tasks.

Graphic Designer/Illustrator

Designs and delivers compelling graphics for digital and print, including branding, social media content, marketing collateral, and web assets. Has worked with Warner Bros. Pictures, New Line Cinema, Columbia TriStar Marketing Group, Universal Pictures, Prime Video, Uniqlo Co., Ltd. and Nike.

UGC Content Creator (2023 - Present)

Creating engaging user-generated content for brands across digital and social media platforms since 2023. Produces short-form video content including product demonstrations, testimonials, and lifestyle-focused storytelling tailored for platforms such as TikTok, Instagram, and YouTube Shorts. Manages the full creative process from concept development and scripting to filming, editing, and delivery, optimizing content for audience engagement and brand objectives.

Skills

Graphic Design / Brand Identity & Visual Design / eCommerce Design (Product & Packaging)

Short-Form Video Production / UGC Content Creation / Social Media Content Strategy

Creative Direction & Storytelling