Maxi Ruina

Senior Video Editor & Motion Designer | AI Video Creator

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PROFILE

Senior video editor and motion designer with 15+ years of experience owning video from concept to final export. Six years at Ripio, one of Latin America's leading crypto companies, editing long-form YouTube, short-form social, testimonials and product motion, and building branded motion systems for recurring series.

I use AI video and audio tools every day and have produced full campaigns with generative AI, from script to final edit. Background in broadcast advertising (Canal 13, Telefe, América) and in leading creative teams, so I can work independently and own the whole pipeline.

SKILLS & TOOLS

- **Editing & motion:** After Effects (expert), Premiere Pro (expert), Animate
- **Design:** Figma, Illustrator, Photoshop
- **AI video & audio:** Veo, Kling, Seedance, MiniMax, LTX, ElevenLabs, Suno, ACE-Step
- **Formats:** testimonials, long-form YouTube, short-form vertical (Reels, TikTok, Shorts), product and UI animation, branded motion systems (title cards, lower thirds, templates), TV commercials
- **Also:** creative direction, scriptwriting, sound design and music production

EXPERIENCE

Ripio · Buenos Aires · Oct 2019 – Jun 2026

Expert Audiovisual · Mar 2024 – Jun 2026

- Owned every stage of video production: concept, script, edit, motion and final delivery.
- Produced full campaigns with generative AI (script, image and video generation, AI voice, final edit) that ran in media and digital campaigns.
- Directed the Bitcoin Halving commercial, leading a creative and cross-functional team.
- Led the technical coordination of the Modular event livestream at Usina del Arte.
- Managed a team of 5 and 4 external vendors.

Content Lead · Mar 2023 – Mar 2024

- Built a monthly YouTube lineup of 3 recurring shows, each with its own branded motion package (title cards, lower thirds, templates).
- The YouTube channel doubled its subscribers, with 120K+ views.
- Edited long-form episodes, testimonials and short-form cutdowns for social.

Audiovisual Lead · May 2022 – Mar 2023

- Led the video team for YouTube and short-form vertical content: pre-production, shooting and editing.
- Motion graphics alongside the design team; worked with global teams.

Audiovisual Content Specialist · Feb 2021 – May 2022

- Edited and produced YouTube and social content; motion graphics alongside the design team.

Motion Graphic Designer Sr · Oct 2019 – Mar 2021

- Created all animated pieces for social, digital channels and internal comms, including product and app UI animation.
- Motion pieces for out-of-home campaigns.

Freelance Video Editor & Motion Designer · Mar 2007 – Present

- Commercials and branded content for Canal 13, América, Canal 9 and Telefe.
- AI video production for digital campaigns: image and video generation, AI voice and post-production.
- Event coverage, video production, voice-over recording and music production.

Earlier roles

- **Audiovisual Designer** — Government of the Province of Buenos Aires · Oct 2018 – Nov 2019. Edited 15 videos per week for media and social; digital campaigns and motion graphics.
- **Video Editor & Motion Designer** — QubitTV · Jan – Oct 2017. Editing and motion graphics for the streaming platform and its social channels.
- **Designer / Editor** — Government of the City of Buenos Aires · Nov 2011 – Jan 2016. Video for social, TV and online campaigns; built the institutional YouTube channel; team of 3 and 4 vendors.
- **Designer** — Vostu · Sep 2010 – Apr 2011. Graphic design for online marketing and landing pages.

EDUCATION

- **Image and Sound Design** — Universidad de Palermo · 2005 – 2009
- **Motion Graphics** — Image Campus · 2010 – 2011
- **Electronic Music Production** — EDM Studio · 2015 – 2016

LANGUAGES

Spanish (native) · English (advanced)