

SKILLS

User Experience
Concepting
VR & AR
Prototyping
3D Modeling
Design Thinking
Storyboarding
Video/Audio Editing
Graphic Design
Event Planning

TOOLS

Adobe Creative Suite
Adobe Premiere
Final Cut
Unity3D
Vuforia
Cinema 4D
Arduino
HTML & CSS
Javascript
C#
Sketch
Invision

SCHOLARSHIPS

Rick & Barb Boyko
The LAGRANT Foundation
Jerry Torchia
JWT Creative Technology

Angelica Ortiz

angelicaortizcreates.com | angelica.ortiz.909@gmail.com | linkedin.com/in/angelicaortiz | @angelicaortiz_1

EDUCATION

VCU Brandcenter

M.S. Business: Branding and Experience Design

August 2016 - May 2018

University of North Carolina at Chapel Hill

B.A. Media and Journalism (Advertising)

Second Major: Communications (Media Production); Minor: History

August 2012 - May 2016

University of North Carolina at Chapel Hill: Kenan Flagler

UNC Business Essentials Certificate

June - August 2015

EXPERIENCE

Team One

Freelance Experience Designer, Creative Technology and VR

June - August 2017

- Prototyped two Team One projects using Arduino, Fritzing and GitHub to show proof of concept and demonstrate user insights
- Experimented with HTC Vive and SteamVR apps to find different ways of using existing technology for prospective and current Team One clients
- Coordinated with various teams to execute takeaways for PR event guests

Lenovo

Tech World Branding and Design Intern

May - June 2016

- Collaborated with the Branding/Design team on assets needed for building excitement before the event and creating a sense of place during the event
- Facilitated in planning and assembling the live "Lenovo Plant Wall" and was on staff to assist vendors during the Tech World event
- Assisted the UX/UI team in creating Lenovo Settings app pages

Morehead Planetarium

Media Design Intern

February - April 2016

- Gathered and created assets to be used in an upcoming show
- Assets included creating panorama views, logos, & storyboard animatics
- Redesigned current exhibit displays, creating flyers, and editing a promotional video of planetarium shows

Freelance

Marketing Consultant and Video Editor

August 2015 - Present

- Consult with founders on advertising initiatives and placement
- Design and concept branding materials and print advertisements
- Updated and redesigned a website to reflect customer needs
- Edited 9 customer testimonials, 5 commercials, and 4 Kickstarter videos