



ANGELICA ORTIZ

Experience Designer and Creative Technologist

Concepting, designing, and prototyping to solve problems and create experiences



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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

EXPERIENCE

Zeus Jones

June 2018 - Present

Freelance Experience Designer

- Work with the Creative, Design, Strategy, and Production teams to brainstorm creative concepts, improve the user experience (physical & digital), find opportunities to use emerging technology, and prototype ideas to present to clients

Team One

June - August 2017

Freelance Experience Designer, Creative Technology and VR

- Prototyped two 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

Freelance

August 2015 - May 2018

Marketing Consultant and Video Editor

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

EDUCATION

VCU Brandcenter

August 2016 - May 2018

M.S. Business: Branding and Experience Design

University of North Carolina at Chapel Hill

August 2012 - May 2016

B.A. Media and Journalism (Advertising)

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

University of North Carolina at Chapel Hill: Kenan Flagler

June - August 2015

UNC Business Essentials Certificate

PANELS

VR/AR Association RVA: AR Panelist

March 2018

I shared my perspective about AR from a brand and advertising standpoint and discussed the opportunities and challenges of the technology with fellow panelists