




ANGELICA ORTIZ

Experience Designer and Creative Technologist

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

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

SKILLS

User Experience

Brainstorming

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

900lbs

Jan 2019 - Present

Experience Designer

- Brainstorm, research, sketch, design, and pitch creative concepts for a variety of interactive and experiential projects
- Art direct creative teams to have creative consistency throughout
- Work with the client to understand project objectives and user needs
- Collaborate with vendors and contractors to ensure project deliverables

Zeus Jones

June - November 2018

Freelance Experience Designer

- Worked with the Creative, Design, Strategy, and Production teams to brainstorm creative concepts, improve the physical and digital user experience, identify 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

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 point of view about AR from a brand and advertising lens. I also discussed with fellow panelists about the opportunities and challenges of the tech.