






ANGELICA ORTIZ

Creative / Experiential Design / Creative Technology

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

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SKILLS

Experience Design

Brainstorming

Creative Research

Design Thinking

Storyboarding

Copywriting

Prototyping

3D Modeling

Video/Audio
Editing

Graphic Design

Vendor
Management

TOOLS

Adobe Creative
Suite

Adobe Premiere

Final Cut

Cinema 4D

Sketchup

Unity3D

Vuforia

Arduino

HTML & CSS

Sketch

Invision

EXPERIENCE

Angelica Ortiz Creates

2020

Freelance Experiential Creative

900lbs

2019

Experience Designer (Conceptual Creative)

- Brainstormed, researched, designed, and pitched experiential storyworlds for projects ranging from client briefing centers and tradeshow, to experiential retail and immersive experiences for Fortune 500 companies
- Transformed Lorem Ipsum into brand-centric and consumer-friendly copy
- Collaborated with multiple vendors at once to execute physical fabrication and multi-sensory hardware deliverables

Zeus Jones

2018

Freelance Experience Designer

- Worked with the Creative, Design, Strategy, and Production teams to brainstorm creative concepts, identify opportunities to use emerging technology, improve the physical and digital user experience, and prototype ideas to present to clients

Team One

2017

Freelance Experience Designer, Creative Technology and VR

- Prototyped projects using Arduino, Fritzing and GitHub to demonstrate proof of concepts and illustrate user needs
- Experimented with HTC Vive and SteamVR apps to find different ways of using existing technology for prospective and current clients
- Coordinated with various teams to execute takeaways for experiential PR event for Lexus

Angelica Ortiz Designs

2015 - 2018

Freelance Design, Video Editing, and Marketing Consulting

- Concepted and designed branding materials and print ads
- Edited 4 Kickstarter videos, 5 commercials, and 9 customer testimonials
- Consulted 3 separate businesses on advertising and marketing initiatives

EDUCATION

VCU Brandcenter

2016 - 2018

M.S. Business: Advertising and Experience Design

University of North Carolina at Chapel Hill

2012 - 2016

B.A. Media & Journalism (Advertising)

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