






ANGELICA ORTIZ

Creative / Experiential Design / Creative Technology

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

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

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

Havas Mango

2020

Creative Technologist

- Drive conceptual thinking, strategy, feasibility, and rapid prototyping for clients, new business pitches, and internal projects
- Lead innovation initiatives through experimentation and implementation of interactive 3D environments, virtual reality, augmented reality, and voice interfaces
- Create and author thought leadership pieces in areas of experiential and technology

900lbs

2019

Experience Designer (Conceptual Creative)

- Brainstormed, researched, designed, and pitched multi-sensory experiences for client briefing centers, tradeshows, experiential retail, and theme park-like destinations for Fortune 500 clients in entertainment, real estate, CPG, and technology
- Collaborated with architects, fabrication studios, and hardware vendors to ensure conceptual consistency during plan, design, and development phases

Zeus Jones

2018

Freelance Creative Technologist / Experience Designer

- Concepted alongside creative, strategy, and production teams to identify opportunities to use emerging technology for current and prospective clients
- Led a team in creating an immersive experience story and won unanimous buy-in from 15+ stakeholders across 5 different departments
- Prototyped ideas leveraging VR, AR, chatbots, microcontrollers, voice interfaces, and machine learning for clients in healthcare, lifestyle, manufacturing, CPG, and wellness

Team One

2017

Freelance Creative Technologist / Experience Designer

- Experimented with virtual reality, augmented reality, Arduino, IoT, and 3D printing to create proof of concepts for prospective and current clients
- Coordinated with various teams to create a take-home for a Lexus experiential event

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