



# ANGELICA ORTIZ

## Creative Technology / Experiential Design

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



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### SKILLS

Concepting

Prototyping

Experiential Design

Pitching

Storyboarding

3D Modeling

Video/Audio Editing

Graphic Design

Research

Vendor Management

### EXPERIENCE

#### Havas Mango

2020 - present

*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*

### TOOLS

Unity3D

WebGL

Spark AR

Lens Studio

Arduino

HTML & CSS

Cinema 4D

Sketchup

Adobe Creative Suite

Adobe Premiere

Invision