



silviaortiz

I am a highly creative and multifaceted Designer with extensive experience in digital marketing, creative management, social media and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining “win-win” partnerships. Passionate and inventive creator/designer of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

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EDUCATION

CareerFoundry

Intro to UX Design
Certification: 4/2021

Northwestern University Medill IMC Program

Institute of Advanced Advertising Studies (4AAA's)
Certification: 5/2017

School of the Art Institute in Chicago | Chicago, IL

Web Development Certification
Expected completion: 4/2015

Robert Morris College | Chicago, IL

Bachelors of Applied Science in Graphic Arts
Graduated: 2/2004

SKILLS

- UI/UX
 - Visual Design
 - Storyboarding
 - Wireframing
 - Prototyping
 - Adobe CC (XD, InDesign, PSD, Illustrator, Dreamweaver)
 - Figma
 - Sketch
 - Sizemek Platform
 - HTML
 - Dreamweaver
 - HubSpot
 - SiteCore
 - Salesforce
 - Hootsuite
 - WordPress
 - ION Interactive
 - Microsoft Office (Word, PowerPoint, Excel)
 - Articulate Storyline 360
 - Pitcher
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LANGUAGES

- Fluent in Spanish
 - Translate Work (Reading, Writing, Speaking)
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ACKNOWLEDGEMENTS

- GD USA Magazine award winner - “Best Layout”
- Award-winning poster design - Saul Bass
- Artwork purchased by Robert Morris College 2005
- President's List - 2005

EXPERIENCE

March 2016 - Present

Norton Agency | Senior Art Director | Chicago, IL

- Execute all creative assignments with a focus on client brand and agency strategy.
- Clients include multinational brands across a broad spectrum of industries, including pharmaceutical, manufacturing, and financial.
- Design client websites, stay current with UI/UX research, empirical data while staying atop of digital trends.
- Work with Analytics Team to develop creatives based off data; develop social media calendars for digital posts.
- Develop agency social media calendar, maintain online presence through digital posts and agency website updates.
- Develop video storyboards and manage creative development of video for broadcast, social media, client website, training and sales tools.
- Create shot list, scout locations, prepare production book, product prep, and assist on set for photoshoots for large clients.
- Project lead for brand photo shoots, acquisition of stock photos, and maintenance of photo licensing for all assets purchased or originated.
- Develop self administered brand training tools and maintain on intranet.
- Mentor junior team, growing their skills and determining when appropriate for them to take leadership with projects and internal discussions. Interview job candidates as well.
- Review creative designs of junior team members and provide feedback and recommendations
- Community Manager for social (pull analytics, performance tracker)

August 2014 - February 2016

Panasonic Healthcare Corporation of North America | Senior Brand & Marketing Design Specialist | Wood Dale, IL

- Creative Director on the Global Initiative team - lead the design and brand standards across EU, Japan, and Shanghai.
- Direct overall brand management of Panasonic Healthcare portfolio including maintenance and development of brand identity standards, brand architecture, logo assets, corporate brand photo library, templates, guidelines, and all training materials.
- Perform brand audits to maintain brand management and corporate website using web-based CMS with Japan headquarters.
- Assist with creation of printed marketing collateral, as well as web design associated with online marketing programs - Includes websites, email marketing and online advertising.
- Lead the creative approach by providing insight, direction and leadership regarding new brand identity needs, trends and opportunities for the category based upon financial metrics, market trends, and knowledge of brand identity development in order to elevate brand value and strategic benchmarks.
- Develop cross-functional partnerships/programs/platforms that enable the ability to influence and communicate brand identity strategies through PR.

May 2007 - August 2014

Avenir Publishing, Inc. | Creative Director | Chicago, IL

- Design magazine layouts and advertisements for the online and print editions of three publications with readerships over 30,000: Strategize magazine, DDC Journal and Affordable Housing News.
- Direct creative team including mentoring, managing, motivating and developing. Related tasks include interviewing, hiring, and training staff, as well as planning and assigning work.
- Construct files for production (electronic or hard-copy publication), make edits as required, obtain necessary approvals, and submit files in a timely manner.
- Founded Avenir Creative, a custom publishing design group that creates marketing pieces, advertisements, logo creation, corporate brochures, media kits, reprints, and custom publishing materials materials for all three Avenir publications.

May 2004 - April 2007

A La Carte | Graphic Designer | Chicago, IL

- Managed artwork, typesetting, logo creation and enhancements, layout personalization, and other tasks for imprinted orders at candy and promotional gifts company.
- Pre-flighted incoming customer files, created print-ready files for production, and modified and proofed designs.
- Developed and implemented new procedures to optimize and accelerate artwork turnaround.
- Created concepts for print and digital and translated approved concepts into finished artwork for merchandising displays, trade advertising, trade show materials, presentations, and other related sales materials to ensure highest quality of reproduction for all graphics.