

SILVIA ORTIZ

2x “Inspire Creatively” Award Winner—Driving Innovation & Creativity

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Forward-thinking Experience Designer with expertise in scaling design systems and optimizing digital experiences for enterprise-level organizations. I take a strategic, data-driven approach—leveraging research, insights, and agile workflows to align user needs with business objectives. Skilled at navigating cross-functional collaboration and managing complex workloads, I focus on driving efficiency, consistency, and measurable impact across products and platforms.

SKILLS

UX & Research Methods

- Human-Centered Design (HCD) & Design Thinking
- Information Architecture & Interaction Design
- Accessibility & Inclusive Design
- Agile / Scrum Methodology
- Wireframing & Prototyping (Lo-Fi / Hi-Fi)
- Usability Testing (Moderated & Unmoderated)
- Storyboarding & User Journey Mapping
- User Research (Interviews, Surveys, Diary Studies, Contextual Inquiry)

Tools & Technologies

- Figma, Sketch, Adobe XD, InVision, Miro, FigJam
- HTML/CSS
- Analytics tools (Google Analytics, Hotjar, etc.)

Languages: Fluent in Spanish (Reading, Writing, Speaking)

Notable Projects:

Healthcare Website Redesign – Increased user satisfaction by 25% and reduced bounce rate by 20% by leading UI/UX strategy, wireframing, and usability testing.

Financial Services Mobile App – Improved engagement by 30% and downloads by 40% by designing an intuitive mobile-first UI with real-time user feedback loops.

EDUCATION

- **CareerFoundry | Intro to UX Design**
Certification: April 2021
- **Northwestern University Medill IMC Program**
Institute of Advanced Advertising Studies (4AAA's)
Certification: May 2017
- **School of the Art Institute in Chicago**
Web Development Certification
Completed: April 2015
- **Robert Morris College**
Bachelors of Applied Science in Graphic Arts
Graduated: February 2004

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

WORK EXPERIENCE

VML | Sr. Experience Designer | Chicago, IL
August 2022 - Present

- **Directed end-to-end UI/UX initiatives for major clients including** America's Best Eyeglasses, Xtandi, St. Jude, U.S. Navy, Schellman, Blue Cross Blue Shield, Fresenius Kidney Care, Pokémon, USMC, and Michael's.
- **Designed AI-driven conversational experiences**, creating prompt strategies that improved accuracy, user satisfaction, and task completion rates.
- **Shaped agency pitches for enterprise clients** by providing strategic UI/UX recommendations that influenced design direction
- **Developed scalable design systems and component libraries**, accelerating cross-platform development and ensuring consistency.
- **Defined information architectures and user flows** that simplified complex content structures and improved navigation.
- **Conducted user research**, audits, and usability testing to inform design strategies and drive continuous product improvements.
- **Partnered with cross-functional teams** (product, engineering, analytics, stakeholders) to align vision, strategy, and execution.
- **Advocated for accessibility and inclusive design**, ensuring usability across diverse audiences and compliance with standards.
- **Mentored designers and refined team processes**, fostering a collaborative and growth-oriented culture.

Norton Agency | Associate Director of Digital Design | Chicago, IL
March 2016 - August 2022

- Led UX/UI design projects for multinational clients in pharmaceutical, manufacturing, and financial industries, ensuring alignment with brand and agency strategies.
- Designed and developed user-centric websites, staying current with the latest UX research and digital trends.
- Collaborated with Analytics Team to create data-driven designs, resulting in a 20% increase in user engagement and a 15% increase in conversion rates.
- Oversaw the development of social media content and maintained the agency's online presence, enhancing brand visibility and increasing follower growth by 25%.

Panasonic Healthcare Corporation of North America
Senior Brand & Marketing Design Specialist | Wood Dale, IL
August 2014 - February 2016

- Directed global brand and UX standards across EU, Japan, and Shanghai, ensuring a cohesive and recognizable brand identity.
- Conducted brand audits and maintained the corporate website, improving usability and user satisfaction by 15%.
- Led the creative direction for marketing collateral and online programs, driving a 10% increase in lead generation and a 12% increase in website traffic.
- Implemented a new design process that reduced project completion time by 20%.

Avenir Publishing, Inc. | Creative Director | Chicago, IL
May 2007 - August 2014

- Designed layouts and advertisements for three publications (Strategize, DDC Journal, Affordable Housing News) with 30K+ readership, in both print and digital editions.
- Managed a creative team, including hiring, mentoring, and training staff.
- Directed end-to-end production, from file setup and edits to approvals and final submission.
- Founded Avenir Creative, delivering custom publishing design services including marketing pieces, ads, logos, brochures, media kits, and reprints for all three publications.

A La Carte | Graphic Designer | Chicago, IL
May 2004 - April 2007

- Managed artwork, typesetting, logo design, layouts, and enhancements for custom imprinted orders at a candy and promotional gifts company.
- Pre-flighted customer files, prepared print-ready files, and proofed and modified designs.
- Streamlined artwork procedures to improve accuracy and turnaround time.
- Designed and produced print and digital assets including merchandising displays, trade ads, trade show materials, presentations, and sales collateral.