

from the desk of
**DARREN
ORTIZ**

address
P.O. Box 144
Seal Beach, CA 90740

tel 949.903.1397
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Profile

A forward thinking designer experienced in a wide variety of creative, marketing and media roles, including art direction, creative management, production, photography, audio/video and hands-on graphic design. Specialist at creating full-scope multimedia presentations, interactive user experience and printed material of all types.

Experience

Art Director/Graphic Designer, darren ortiz design Seal Beach, CA 2008-present

Currently developing a wide variety of print, interactive and multimedia projects with multiple organizations. Recent success includes:

- * Specialized concierge maps for new resort hotel (The Grand Del Mar Resort) that enhance guest experience and provide a competitive advantage over other 5-star hotels.
- * Branding and marketing development and strategies for Advanced Workplace Strategies Inc. (AWSI). Co-leader of marketing team that moved brand forward in less than two months for a company who has struggled with ad agencies for over two years.
- * Part of a creative team that developed marketing strategies for the Cox Communications brand.
- * Branding and multimedia solutions for various organizations. Results include:
 - ▶ Sales growth as a direct result of multimedia consulting for JNR Inc., a hospitality incentives company.
 - ▶ Increased site traffic by more than 60% after release of a newly designed www.workinjoe.com which includes using social networking sites to strengthen web presence.

Sr. Graphic Designer, Anaheim/OC Visitor & Convention Bureau Anaheim, CA 1999-2008

Responsible for creative implementation of organization's efforts to promote a major travel destination which included art direction, graphic design and production, interactive design, multimedia development, and studio management.

- * Elevated expectations for the Anaheim/Orange County Visitor & Convention Bureau and throughout the travel industry during a time of substantial investment and growth, including a key creative role during the largest expansion of the Anaheim Convention Center to date; opening of Disney's California Adventure Park; Disney's (18-month) 50th anniversary celebration and as host city for TIA's International Pow Wow 2007.
- * Integral part in the ongoing development of anaheimoc.org from a regional travel website into the number one resource for visitors traveling to Anaheim for business or pleasure.
- * Created several meeting and convention multimedia programs that directly impacted new sales at the Anaheim Convention Center, and worked with tradeshow in creating targeted marketing strategies with online, multimedia and printed pieces that increased attendance and raised awareness of their respective brands.
- * Major role in delivering a more comprehensive value and ROI to the organization and its strategic partners while developing the creative services department, including; creation and implementation of a technology action plan, studio budgeting, hiring and supervision of junior staff, vendor management, and innovating production efficiencies to automate workflow, widen the creative scope and streamline production.
- * Increased the frequency of print and broadcast features worldwide by simplifying the management of organization's vast library of photos, digital images, slides, b-roll, audio and digital video by creating a unified digital library. More benefits include efficiency in website promotions, podcasts and destination videos.

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Graphic Designer/Production Artist, workinjoe design, Newport Beach, CA 1998-2002
Created a full-service and successful independent desktop publishing and graphic design and production service. Established strong client base including,

- * Marketing collateral for Alsace Development Agency, a non-profit organization benefiting the Alsace region of France.
- * Multimedia presentations for Ingram-Micro, a leading software and hardware distributor.
- * Auto-by-tel corporate materials for Point B Advertising.
- * Production Coordinator at Frankel & Associates Advertising.
- * Graphic design for Conexant, a manufacturer of telecommunications products.

Creative Services Manager, Professional Copy N Print Seattle, WA 1996-1998
Opened a ten computer self-serve and full-service graphics department which included retail and corporate trade.

- * Increased revenue in the short-term and generated three sustained quarters averaging more than 7k monthly.
- * Delivered first-class customer service working closely with walk-in and corporate clients to develop and design a wide variety of printed materials, including product advertising, industrial manuals, posters and banners.
- * Increased store traffic by developing company's original website and online presence.
- * Managed Creative Services for four local stores, (10+ employees).

Factor Direct, Ltd. Los Angeles, CA 1991-1995

Creative Services Manager 93-95

In this key role reporting to the Vice President of Marketing developed targeted direct mail marketing campaigns working directly with executives of high profile non-profit organizations including, Metropolitan Museum of Art, The Brooklyn Museum, LACMA, MOCA, KUED, WGBH, Sierra Club, NRDC and the Simon Wiesenthal Center.

Production Coordinator 91-93

Initial role as a Production Coordinator included mailroom supervision (5+ employees), inventory, quality and production control.

Education

Art Institute of Seattle — Multimedia program, 1998

Technical Skills

Adobe Creative Suite 4: InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat, Flash.

ilife: iweb, imovie, idvd, iphoto, garageband.

iwork: pages, keynote, numbers.

Quark Xpress, filemaker pro, MS Office, html, css, web 2.0.

Referrals

Please visit my LinkedIn profile for recent recommendations.

<http://www.linkedin.com/in/dmortiz>