

JASON ORTIZ

BRAND/ WEB DESIGNER

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PROFILE

I'm an award-winning graphic designer with 7+ years of experience. I have a BFA in Communication Design. Skilled in various design practices for diverse industries, both agency and in-house. Experienced as both an art director and designer, I can see a project through from concept to production. I possess a versatile skill set that spans from website design to illustration, encompassing various mediums, including both print and digital platforms. My intersecting identities enable me to craft distinctive brand experiences that only someone with my background can offer.

EXPERIENCE

Contract Brand Designer at Bash Creative – 2/2024–Present | San Francisco CA

- Partnering with tech companies' internal teams to design anything from logos for Google's internal event team to show booth designs for Atrium.

Contract Brand Designer at Affirm – 2/2024–Present | US Remote

- Working on email designs (hero banners, hero headers), and partnering with the copy team to bring emails to life. As well as working on In-app banners, landing pages, and adjusting imagery for both web and mobile.

Contract Brand Designer at Showpad – 10/2023–Present | Chicago, IL

- Lead designer and art director for the annual company kickoff events. Created brand guidelines and evolved the company's existing work. Designed logos for ERGs, and branded LinkedIn assets.
- Using Figma and Adobe Illustrator I designed mobile-first landing pages, zoom backgrounds, digital ads, logos, and slide templates.
- Designed print assets such as standing banners, postcards, and enamel pins.

Senior Web Designer at G2 – 02/2021–10/2023 | Chicago, IL

- Further developed core aspects for the G2 brand such as colors, iconography, typography, illustration, and web design, engaging 80 million software buyers annually.
- Art Directed digital marketing campaigns that have a wide range of audience segments. Creating Landing pages, social ads, and motion graphics animations.
- Worked cross-functionally with marketing and product teams to align on brand consistency and created brand guidelines for G2 and G2 Track websites.
- Managed and art-directed projects outsourced to design agencies and freelance designers.
- Awarded silver medal by BuiltIn for Best Employer Branding Campaign of 2022.

Graphic Designer at Johnson & Sekin Agency – 09/2018–02/2021 | Dallas, TX

- Clients Include Chili's Grill & Bar, Fuzzy's Tacos, Caliber Collision, The Parking Spot, Meat Fight, SHM, Stockdale Investments, Pecan Lodge, and Momentous Institute.
- Designed the agency portfolio website, a Caliber Collision Auto Glass website, and an E-commerce website for a sustainable fashion company.
- Designed ads and illustration assets for digital marketing campaigns for Chilies, and Fuzzies.

- Awarded a Silver ADDY for a portfolio book designed for SHM Architects as well as a Bronze ADDY awarded for a poster campaign for a Nonprofit called Meat Fight.

In-House Web Designer/Illustrator at Thryv – 07/2017–09/2018 | Dallas, TX

- Lead designer and art director for the website’s visual re-brand from DexYP (Yellow Pages) to Thryv.
- Developed the visual identity for new icons, illustrations, and product screenshots.
- Designed marketing landing pages and digital ads using tools like Unbounce to run tests to improve conversion rates.

Contract Designer at Firehouse Agency – 06/2016–9/2016 | Dallas, TX

- Clients Include La Madeleine, Nothing Bundt Cakes, Mooyah, AirTractor, Twin Peaks, and Pinnacle.
- Projects involved: Web design, package design, banner ads, social media ads, and vehicle wraps.

Graphic Designer at University Relations, Communications & Marketing – 02/2015 – 08/2015 | Denton, TX

- My responsibilities included Publication design and official branding for the University of North Texas. More specifically U.R.C.M, their official marketing and design team.
- I assisted in the design and publication of the North Texas Magazine, and various UNT print jobs for all departments on campus, including an array of 125th anniversary-themed prints.

EDUCATION

- University of North Texas, Bachelor of Fine Arts in Communication Design – 2017 | Denton, TX
- School of Motion - Cinema 4D Base-Camp (Beginner Course) – 2023 | Online
- School of Motion - Cinema 4D Ascent (intermediate) – 2023 | Online

SKILLS

- Brand Design
- UX/UX Design
- Illustration
- Publication Design
- Motion Graphics
- Figma
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe After Effects
- Cinema 4D

AWARDS/ ACCOMPLISHMENTS

- Builtin Award, Best Employer Branding Campaign - Silver - 2022
- ADDY Winner, Bronze - logo design - 2020
- ADDY Winner, Silver - book design - 2019
- ADDY Winner, Bronze - poster campaign - 2019
- DSVC Winner, Best Mobile App Design - 2017