

## Profile

Dedicated, detail oriented graphic and website designer with almost 20 years of experience which reflects great creativity, strong analysis capacity, problem solving ability, and commitment to organizational growth. Skilled with Adobe Creative Suite, Microsoft Office Suite, and web design applications. Literate in other branches of communications such as advertising, photography, film making, and public relations. I am an effective communicator who understand the importance of engaging effectively with other members of a team for the achievement of specific company goals. I have a profound technical knowledge with computers and creative tools needed when evaluating whether an initiative will be successful or not considering market behavior and opportunities. Agile in the development and execution of presentations for design proposals. Self-improvement driven, always seeking to be updated on the newest graphic design tools, trends, and technologies. Team oriented, innovative, and determined in achieving common objectives.

## Skills

### Adobe Creative Suite

### Microsoft Office Suite

### Web Design (HTML, CSS, Responsive Design)

### PHP, MySQL, JS

### Branding

### Packaging Design

### Photography

### Motion Graphics

Operating Systems:  

Languages:  

## Education

1998-2002

**University of Puerto Rico - Rio Piedras, PR**

B. A., Public Communication

Major in Graphic Design and Photography

Graduated Magna Cum Laude

## Contact me

 (954) 809-4771

 hortiz@gmail.com

 linkedin.com/in/ortizhj

 hjortiz.com

## Work Experience

### 2020 to Present - *Graphic/Web Design/Music Production, Pembroke Pines, FL*

- Working as a freelance graphic/web designer creating logos, editing photos, performing CMS updates and maintenance, creating and publishing new website content, designing and developing email campaigns, among others.
- During this period, I have been expanding my skills to music production by:
  - Training and working with Studio One 5 Digital Audio Workstation on a professional recording studio with live instrument and voice recording, digital audio processing, MIDI sequencer recording, note editing, audio mixing, multitrack management, and audio effects manipulation.
  - Learning professional recording studio set up a with all the essentials such as digital audio interface, mixer, monitors, microphones, instruments, cabling, and acoustic treatment.
  - Producing a dozen original songs and multiple short music compositions for short films and radio bumpers.

### 2016 to 2020 - *Graphic Design Manager, Vital Pharmaceuticals, Inc., Weston, FL*

- Started as a Senior Graphic Designer in 2016 and became the Manager of the Graphics Department in 2019.
- Improved the productivity and quality of the graphics department by:
  - Creating an organizational chart consisting of different disciplines such as packaging, social media, print and digital media, advertising, motion graphics and editors.
  - Recruiting new qualified members for each area of the team.
  - Updating the office equipment and design tools with new computers, backup hardware, printers, and the required design software.
  - Implementing the use of production and organizational programs.
  - Developing strategic guidelines and procedures for the internal processes of the creative team and the collaboration with colleagues across other different departments in the company.
  - Providing training to junior designers and delegating job responsibilities among the graphics team while overseeing the quality and completion of every project.
  - Ensuring the creative products and services adhere to the policies and standards of the company.
- Worked closely with the Marketing Director through all stages of the advertising process.
- Developed strategic designs including integrated campaigns, packaging labels, logos, web ready images, large format tradeshow and event items, corporate communications materials, 3d renderings of packaging designs, among others.
- Mastered and supervised the proper design and preparation procedures for pre-press ready materials and the correct color output using Pantone and INX color systems and standards.
- Traveled regularly to visit printing facilities like Ball, Crown and Inovar to evaluate and validate the accuracy and quality of our packaging materials.

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### **Work Experience Continued**

#### **2015 to 2016 - Graphic Designer/Website Developer - Pembroke Pines, FL**

- Worked from home as a freelancer with special website development projects for my former employer, Websoft PR. One of these projects consisted of the implementation of accessibility tools and the code lines necessary to make sure that the website of the Art Museum of Puerto Rico (MAPR for Spanish acronym) follows the WCAG guidelines, ADA and 508 laws for people with disabilities.
- Developed the new corporate identity, including the new company name, logo, all printed promotional materials, and website for TrabajaCoop cooperative bank.
- Designed and developed a new CMS website for the Dr. Petión Rivera Foundation. Designed and prepared email campaigns for different fund rising events during the year for the Foundation.
- Performed regular CMS website updates, maintenance, and new content integration for TrabajaCoop and the Dr. Petión Rivera Foundation.

#### **2012 to 2015 - Senior Graphic Designer/Website Developer - Websoft PR - San Juan, PR**

- During this period, I immersed completely in the website design and development. Combining my graphic designer skills with a rapid growing knowledge of programming languages such as HTML, PHP and CSS, I managed to develop eye catching and interactively functional websites. We helped our customers achieve a prominent online presence and an increase in sales of their goods and services.
- I mastered the development of hard coded and Content Management System (CMS) websites. I designed and developed templates, plug-ins, and modules for different CMS such as Wordpress, Drupal and Joomla.
- One of the best examples is the Ediciones SM's website development. An international editorial company with their main office residing in Spain, trusted our team to develop their Puerto Rico's branch website and online bookstore. We upgraded their online appearance with a beautiful website equipped with a bunch of studying tools and material for students and teachers and an online book catalog, aside of an online bookstore which rapidly became a preferred choice for shopping schoolbooks under the Ediciones SM's label. It was such a success that they also chose us to develop their Dominican Republic's branch website and online bookstore.
- I also, worked in the conceptualization, design, and development of websites and email campaigns for Train Air Conditioning, Lanco Paints, and the Art Museum of Puerto Rico (MAPR for Spanish acronym), among others.

#### **2009 to 2012 - Creative Director - Contacto Media Group - San Juan, PR**

- This experience helped me develop a leadership role and an efficient teamwork capacity to achieve the marketing goals of our customers.
- We became a prominent advertising agency for local companies in the areas of brand development, corporate identity, website design, commercial photography, and media production, such as magazines, books, printed ads, posters, and billboards, among others.
- One of our achievements was the Dr. Norman's brand growth. It started with Alternativa Natural, a small free nutritional information newspaper. It rapidly grew to become the bestselling nutritional magazine of the health food and natural medicine industry of Puerto Rico, that same year. We also produced the Alternativa Natural's website, and a whole printed media campaign with posters, billboards, and brochures, among others.
- Worked with Aflac's local insurance sales team. Our campaign helped to achieve a 20% increase in sales within months. It consisted of a monthly newsletter full of motivational sales training, articles, and contests. A printed media campaign of posters, billboards, and presentations was also displayed in every sales team achievement events.

#### **2007 to 2009 - In House Senior Graphic Designer - Gatsby - Caguas, PR**

- Responsible for maintaining an outstanding corporate identity, which generated a prominent marketing progress of the company inside the fashion industry in Puerto Rico.
- Performed fashion photo shootings and striking digital photo manipulation to achieve the visual concept of each season. The company became one of the most notorious fashion leaders with their gigantic front store billboards across the Island. In the production of these iconic displays, I was responsible for the creation of photomontages, color correction, very detailed image cleanup such as fixing the texture and fit of the clothes, skin tones, skin marks, models weight, facial expressions, and the removal unwanted backgrounds in the pictures.
- Performed a commercial photo shooting of clothes and accessories during a special assignment in New York for Zúccaro's clothing line, which was promoted in their catalog with great success.

#### **2003 to 2007 - Senior Graphic Designer - Advertising Developers - San Juan, PR**

- Starting as a Junior Graphic Designer I managed to grow significantly to become the leader of the Creative Department of this advertising agency. Once earned the highest senior position, I oversaw the conceptualization, design and pre-press production of retail and branding ads for newspapers and magazines.
- Responsible for developing, presenting, and producing advertising strategies for the growth in the retail sales for companies such as Basset Furniture, Simmons, York, and General Motors.

#### **2002 to 2003 - Photography Editor and Graphic Designer - City Communications Office - Caguas, PR**

- Responsible for the photographic archive digitalization, the most significant project of the City Communications Office, which consisted in processing digital copies of the most valuable photographic material available in various media types, including negatives, developed photos, and transparencies. The digital photos were then corrected in color, contrast, dust and scratches removal, and then classified and archived to secure their preservation.