

Profile

Dedicated, detail oriented graphic and website designer with a wide experience which reflects great creativity, strong analysis capacity, problem solving ability, and a demonstrated commitment to organizational growth. A multidisciplinary academic preparation has provided an extensive knowledge that goes beyond plain graphic design. Being literate in advertising, publicity, photography, filmmaking and public relations has proven to be key in the achievement of specific company goals, and has been crucial when overweighting whether an initiative will be successful or not, considering market behavior and opportunities. Effective communicator with demonstrated skills 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.

Experience

Preview

- **Nov 2016 to Present**
Graphic Designer & Web Developer
Vital Pharmaceuticals, Inc.
Weston, FL
- **Oct 2015 to Nov 2016**
Freelance Graphic Designer & Web Developer
Websoft, TrabajaCoop, Dr. Petión Rivera Foundation
Pembroke Pines, FL
- **Aug 2012 to Oct 2015**
Senior Graphic Designer & Web Developer
Websoft PR
San Juan, PR
- **Mar 2009 to Jul 2012**
Creative Director
Contacto Media Group
San Juan, PR
- **May 2007 to Feb 2009**
In House Senior Graphic Designer
Gatsby
Caguas, PR
- **Mar 2003 to Apr 2007**
Senior Graphic Designer
Advertising Developers
San Juan, PR
- **Aug 2002 to Feb 2003**
Photo Editor and Graphic Designer
Caguas Municipality Communications Office
Caguas, PR

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Education

1998-2002 - University of Puerto Rico - Rio Piedras, PR
B. A., Public Communication
Major in Graphic Design and Photography
Graduated Magna Cum Laude


Skills




Operating Systems:  

Languages:  

Contact me

 968 SW 143rd Ave
Pembroke Pines, FL, 33027

 (954) 809-4771

 hortiz@gmail.com

 [linkedin.com/in/ortizhj](https://www.linkedin.com/in/ortizhj)

 hjortiz.com



Experience

Details

● **Nov 2016 to present - *Graphic Designer & Website Developer - Vital Pharmaceuticals, Inc., Weston, FL***

- Work closely with the Marketing Director, other designers, and CEO through all stages of design.
- Support key efforts of our marketing and communications by creating all forms of print based media.
- Develop 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.
- Developed web design strategies and ideas for the new company's website redesign.
- Designed new company's website from wireframe layout to final PSD template for development.
- In charge of the new website redesign development and revision to ensure it is fully functional, styled correctly to match the submitted template, and offers a great user experience through all devices with the right implementation of responsive design.

● **Oct 2015 to Nov 2016 - *Freelance Graphic Designer & Website Developer - Pembroke Pines, FL***

- Worked from home as a freelancer with special website development projects for my former employer, Websoft PR.
- Developed the new corporate identity, including the new company name, logo, all printed promotional materials, and websites for TrbajaCoop and Dr. Petión Rivera Foundation, respectively. Currently in charge of maintaining both their graphic design work and websites.

● **Aug 2012 to Oct 2015 - *Senior Graphic Designer & Website Developer - Websoft PR - San Juan, PR***

- During this period I immersed completely in the website design development. Combining my graphic designer skills with a rapid growing knowledge of programming languages such as PHP and CSS, I managed to develop eye catching and interactively functional websites, which helped our customers achieve a prominent online presence and an increase in sales of goods and services.
- 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 book store. 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 book store which rapidly became a preferred choice for shopping school books 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 book store. Also, worked in the conceptualization, design, and development of websites for the companies Train and Lanco Paints, among others.

● **Mar 2009 to Jul 2012 - *Creative Director - Contacto Media Group - San Juan, PR***

- In charge of the creative department process of the company, from conception of ideas and working group meetings, to presentations to customers and production of campaigns. 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.

- In charge of the internal sales department graphic propaganda of the Aflac's local insurance sales team. Our campaign helped to achieve a 20% increase in sales within months. It consisted of a monthly newsletter pamphlet full of motivational and sales training articles and sales contests. A printed media campaign of posters, billboards, and presentations was also displayed in every sales team reunions and achievement events.

● **May 2007 to Feb 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.
- Performing 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 unwanted background removal.
- Performed a commercial photo shooting of clothes and accessories during a special assignment in New York for Zúccaro's clothing line, which was promoted through a catalog with great success.

● **Mar 2003 to Apr 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 was in charge of 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.

● **Aug 2002 to Feb 2003 - Photography Editor and Graphic Designer - Caguas Municipality Communications Office - Caguas, PR**

- Responsible for the photographic archive digitalization, the most significant project of the Caguas 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.