

Fernanda Ortiz

Sr. Graphic Designer

EXPERIENCE

Sr. Graphic Designer - NMSU Global Campus

March 2023 - Present

- Supports the department as well as NMSU Online and On Demand in all things graphic design.
- Produce fresh, exciting graphics with the experience to take a project from conception through final delivery.
- Participate in strategic planning focused on meeting enrollment goals, provide recommendations on design challenges, participate in production and/or marketing planning group sessions and meetings, on a project basis.
- Write and edit basic copy, as appropriate.
- Contribute to social media planning and develop materials.

Graphic Designer - Handgards

August 2020 - February 2023

- Elevate brand and innovate graphic designs for B2B marketing collateral, packaging, and advertising.
- Designs and creates production ready art for printed material such as flyers, sell sheets, catalogs, and product documentation.
- Sets up and performs photo and video shoots as required.
- Manage and maintain digital content for the company's website and social media platforms.
- Revamp existing creative designs to reflect advanced visual fundamentals.
- Provide support for all Regional Sales Managers, Customer Service, Brokers and/or manufacturing on all packaging

Graphic Designer - Apartment Ideas

April 2015 - March 2020

- Graphic Design Lead, managing a team of four.
- Translated marketing goals and information into strategic creative concepts to brand and elevate the identity of the multi-property industry.
- Designed various digital, print, and experiential materials for marketing campaigns such as brochures, direct mail, and banners, among others.
- Proactively collaborated with management and cross-functional teams.

Photography Editor - Glen Holbrook Photography

Nov. 2014 - April 2015

- Liaison between clients and lead photographer to ensure the delivery of high-quality retouched images that meet clients' needs.
- Project managed and oversaw photography assets systems and delivery.
- Handled archive of all photography assets.
- Aided with lights set up and wrap after each photo shoot.

Photography Editor - A & A Photography

May 2013 - August 2014

- Responsible for color management and retouching.
- Operated as Social media manager and assistant to the lead photographer and sales department.
- Aided with studio set and lights as needed.

SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign

Microsoft Office: Word, Excel, PowerPoint

Canva

Social Media Platforms: Facebook, Instagram, Twitter

Photography

Bilingual In Spanish - Native Speaker

Time Management

Creative Problem Solver

EDUCATION

NMSU Global Campus

Bachelor of Business Administration - Marketing, Expected 2028

Art Institute of Austin

Bachelor of Fine Arts in Graphic Design, 2012

El Paso Community College

Associate of Arts, Liberal Arts & Sciences, 2009