

## Antonio Ortiz

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**Computer Skills** Proficient in Adobe Creative Suite 4 & 5 (Bridge, Illustrator, Photoshop, InDesign, Fireworks, Dreamweaver, Flash), Coda, ActionScript 3.0, HTML, XHTML, CSS, JavaScript, working knowledge of JQuery and QuarkXPress

## Work History

### Chanel, Consultant/Graphic Designer, February 2011 - Present

- Reshaped and assembled layouts in respect to brand identity and continuity
- Aligned with international marketing division to translate campaigns into domestic strategies
- Managed all pre-production adjustments and enhancements to images prior to release
- Assisted visual merchandising lead in reconfiguring sales collateral and promotional materials in respect to specific vendor store types

### Limited Brands Inc. / Victoria's Secret Beauty / La Senza, Consultant/Graphic Designer, November 2006 - February 2009, September 2005 - December 2005, March 2011 - May 2011, November 2011 - Present

- Created and Illustrated 2D product library of entire beauty collection
- Updated support collateral for in-store use
- Collaborated with merchandising team to create in-house visual guide to assist store managers in display operations
- Photographed product for guide as per current season's directive
- Retouched and applied color correction to images for use of current season's catalogue
- Oversaw on-site installation of signage and collateral

### Ann Taylor, Consultant/Graphic Designer, December 2010 - January 2011

- Created mechanicals, retouched film and color proofs with the creative services department in consideration to timing and budgeting constraints
- Provided artwork for projects from initial concept to final product
- Teamed with merchandising and design departments to create presentations for potential campaigns
- Partnered with visual operations team to shape window display artwork

### Rafaella Sportswear, Front End Developer/Graphic Designer, August 2010 - October 2010

- Worked with back end developers to update website and drive brand identity and recognition; www.rafaellasportswear.com
- Created site designs to promote marketing initiatives and creative directives
- Managed and directed freelancers in regards to seasonal projects and strategies
- Generated new landing pages for multiple brands using Dreamweaver, XHTML, Photoshop, Illustrator and InDesign
- Reworked and adjusted images preceding website revisions
- Teamed with marketing to create and edit copy during seasonal campaigns

### Kathy Van Zeeland Inc., Front End Developer/Graphic Designer, August 2008 - March 2010

- Worked with web team to create site map
- Managed all updates and testing of three brand web sites; www.kvz.com, www.bmakowsky.com, www.tignanello.com
- Created site designs to keep with brand identity and maintain continuity
- Optimized and applied all pre-production work to images prior to upload
- Generated new landing pages for multiple brands using Flash & Dreamweaver
- Worked with Art Director and Designers to create quarterly look books for editorial distribution
- Monitored and released all prepress materials to printer for output

### Nygård International, Associate Art Director, December 2005 - November 2006

- Directed and created all ads, direct mail, public relations vehicles and in-store sales collateral
- Redeveloped look for all brands in regards to advertising
- Assisted with marketing in conceiving photo shoot locations and themes
- Supervised junior designers with the creation of mechanicals and templates
- Managed pre-press production ranging from digital to offset printing
- Implemented use of interactive PDFs to communicate current seasons' lines and current advertising
- Illustrated and comped projects from concepts to finished products

### Polo Ralph Lauren, Senior Graphic Designer, November 2000 - August 2005

- Conceptualized ads, direct mail, public relations vehicles and in-store pieces
- Collaborated with production and marketing departments through all phases of each project in regards to timing, budget and objectives
- Assisted on photo shoots, edited and scanned film, and catalogued past seasons' film for various brands
- Prepared mechanicals and retouched film and color proofs with production department under tight deadlines
- Illustrated and comped projects from concepts to finished products
- Partnered with international division to translate domestic marketing materials

**Education** Fashion Institute of Technology, BFA in Illustration New York, New York