

ARIANNA ORTIZ

designer. explorer. innovator.

(617) 893-3334 | ariom316@utexas.edu | ariortiz.com

EDUCATION

MA in Advertising | *Texas Immersive Institute, Texas Media & Analytics*
University of Texas at Austin, May 2023

BS in Mass Communication | *Religion Minor, Visual Arts Minor*
Boston University, May 2021

EXPERIENCE

D.I.V.E. Creative Director

Austin, TX | JAN - CURRENT

- Coordinated with D.I.V.E. leadership to increase membership
- Ensured brand consistency throughout all events, marketing, and merchandising
- Rebranded organization to garner more outside support

Sweetfish Design Lancer

Austin, TX | AUG 2021 - CURRENT

- Designed podcast headline & quote graphics, LinkedIn carousals, and more
- Made time-sensitive alterations to customer graphics
- Participated in feedback loops with other Sweet Fish team members to revise and improve design assets

Visual Arts Tutor

Austin, TX | AUG 2021 - APR 2022

- Provided instruction for drawing, animation, and digital media classes
- Wrote timely and accurate documentation through progress notes and other reports
- Implemented multiple visual art training guides for future tutors and students

Metter Media Creative Intern

Boston, MA | JAN - APR 2021

- Created social media content for the Tile Showcase account
- Developed a refresh proposal for the Oak Hill Architects account
- Produced fun & engaging content for the company's social media

SKILLS

Adobe Creative Suite

Illustrator » Advanced
Photoshop » Intermediate
InDesign » Intermediate
Premiere » Intermediate

Google Suite

Slides » Advanced
Sheets » Intermediate
Docs » Advanced

Microsoft Office

Word » Intermediate
PowerPoint » Intermediate
Excel » Intermediate

Other

Statistical Analysis » Intermediate
Quanti/Qualitative Research » Intermediate
Spanish » Conversational
Italian » Conversational

