



BRENDA ORDAZ

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714.906.6309

EDUCATION

Woodbury University
B.F.A. Graphic Design 2011

PROGRAMS

Adobe Suite: Photoshop,
Illustrator, InDesign, Bridge,
After Effect, Premiere.
Microsoft Office Suite:
Word, Outlook, PowerPoint.
Keynote, Google Slides, Quark.

SKILLS

Art direction, fluent in Spanish,
strong interpersonal skills,
motivated, takes initiative,
project management,
PC/Mac user, CPR Certified.

AWARDS

2015 Clio Entertainment Gold
Award Winner - Film & QSR
Partnership, Teenage Mutant
Ninja Turtles & Pizza Hut

2015 Clio Entertainment Silver
Award Winner - Film & CPG
Partnership, Transformers: Age
of Extinction & Oreo

EXPERIENCE

Freelance Production Designer, Paramount+

Paramount Global | Creative Marketing Display Team

Burbank, CA Mar 2021- Present

- Conceptualize and design digital marketing displays for Paramount+ programming across all streaming campaigns including original series, sports, awards and event promotions.
- Research, concept, design and produce engaging social assets that align with the social media brand as well as each show/movie specific creative strategy.
- Adapt approved key art to over 50+ marketing units, including static banners, web skins, and partner templates.
- Lead production designer on multiple campaigns, assisting others on consistency and execution to adhere to Paramount+ brand guidelines.

Freelance Designer, Off Air Branding & Design

Freeform | Marketing + Creative

Burbank, CA Oct 2019 - Mar 2021

- Create and manage all the mechanical OOH layouts for multiple Freeform series and seasonal stunts as a key part to the marketing campaigns.
- Adapt key art and messaging for various platforms including print, digital, streaming and social media.
- Design and create marketing assets for all original Freeform series.

Manager, Global Partnership Creative

Universal Pictures | Global Promotions

Universal City, CA Oct 2017 - Jun 2019

- Manage and execute with teams to design creative materials for both international and domestic promotional partners including print ads, digital banners, point-of-sale, packaged goods and posters.
- Construct sales presentations for top tier partners, filmmakers and film studio executives.
- Provide direction to third-party vendors to ensure completion of creative requests.

Digital Designer

BLKBX Creative Group | Creative Design Team

Hollywood, CA Jul 2016 - Aug 2017

- Evolved and refined creative by researching new trends, techniques, and adapting to client feedback and consumer response.
- Ideate and executed creative visual design concepts across digital platforms including web, mobile, social and brand campaigns for television and theatrical.
- Refined design concepts into complete, functional design solutions that integrate new platform capabilities to maximize impact.

In-House Graphic Designer/Coordinator Creative Services

Paramount Pictures | Worldwide Marketing Partnerships & Consumer Products

Hollywood, CA Jan 2013 - Jul 2016

- Designed and developed pitch materials: keynote presentations, creative mock-ups, storyboards, style guides and overall marketing material to potential partners generating a promotional idea.
- Collaborated with various brands, licensees stakeholders and internal teams to ensure creative materials adhere to brand guidelines.
- Provided creative direction on product development process for multiple international and domestic licensees to maintain the brand and integrity of the studio in the marketplace.
- Worked directly with the licensing and consumer products team to create film-related products, including custom designs packaging and retail POS.