



BRENDA ORDAZ

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714.906.6309

EDUCATION

Woodbury University
B.F.A. Graphic Design
2007-2011

PROGRAMS

Adobe Suite: Illustrator,
Photoshop, Bridge, InDesign,
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 and QSR
Partnership, Teenage Mutant
Ninja Turtles and Pizza Hut

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

EXPERIENCE

Freelance Designer, Off Air Branding & Design

Freeform | Marketing + Creative
Burbank, CA October 2019 - Current

- 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 October 2017 - June 2019

- Oversee all creative needs; ensure all deadlines are met and adhere to brand guidelines.
- Construct sales presentations for top tier partners, filmmakers and film studio executives.
- Develop materials for sales pitches including storyboards, mock-ups, copy, etc.
- Collaborate with execution teams to design creative materials for both international and domestic promotional partners including print ads, digital banners, point-of-sale, packaged goods and posters.
- Provide direction to third-party vendors to ensure completion of creative requests.
- Manage and distribute an array of sensitive materials.

Digital Designer

BLKBX Creative Group | Creative Design Team
Hollywood, CA July 2016 - August 2017

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

In-House Graphic Designer/Coordinator Creative Services

Paramount Pictures | Worldwide Marketing Partnerships & Consumer Products
Hollywood, CA January 2013 - July 2016

- Designed and developed pitch materials: keynote presentations, creative mock-ups, storyboards, etc.
- Collaborated with various brands, licensees stakeholders and internal teams to ensure creative materials adhere to brand guidelines.
- Participated with sales team to pitch upcoming films to potential partners, generating a promotional idea and designing presentation materials.
- Oversaw creative direction for partner campaigns across multiple platforms including print, television and social media.
- 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.
- Designed and stylized creative style guides for tentpole films such as *Anchorman 2: The Legend Continues*, *Teenage Mutant Ninja Turtles* and *Mission: Impossible-Rogue Nation*.
- Worked directly with the licensing and consumer products team to create film-related products, including custom designs packaging and retail POS.
- Collaborated with vendors to develop promotional giveaways materials.