



BRENDA ORDAZ

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714.906.6309

EDUCATION

Woodbury University
B.F.A. Graphic Design

PROGRAMS

Adobe Suite: Photoshop,
Illustrator, InDesign, Bridge,
Microsoft Office Suite:
Word, Outlook, PowerPoint,
Keynote, Google Slides, Sketch,
Frame.io, Quip, Quark.

SKILLS

Art direction, retouching, OOH,
digital design, typography,
fluent in Spanish,
strong interpersonal skills,
motivated, takes initiative,
project management,
PC/Mac user

AWARDS

2023 Clio Entertainment
Bronze Winner
Grease: Rise of the Pink Ladies Pulp
Novel Covers Character Posters

2015 Clio Entertainment
Gold Award Winner
Film & QSR Partnership, TMNT &
Pizza Hut

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

EXPERIENCE

Freelance Designer, Apple

Apple TV+ | Marketing Design Team | Oct 2023 - Present

Apple TV+ | Product, Design & Marketing | Mar 2023 - Sep 2023

- Create, produce, localize and QC of digital content assets on TV+ platform for MLS and MLB.

Freelance Production Designer, Paramount+

Paramount Global | Creative Marketing Display Team | Mar 2021 - Mar 2023

- 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 media assets that align with the brand and each show/movie specific creative strategy.
- Adapt 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 Network | Marketing + Creative | 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 | 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 | 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 | Marketing Partnerships & Consumer Products | 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 design packaging and retail POS.