**William Ortiz Digital + Print Production Designer**

New York City and Remote 917-710-4306 – chi69@mindspring.com

**Digital & Print Production | UI Design | Web Development | Project Management**

**QUALIFICATION SUMMARY**

Senior Digital Designer specializing in UI/UX, project management, and studio operations, with digital and print production expertise. Proficient in creating responsive web/mobile prototypes, wireframes, and user journeys using industry-standard tools. Proven ability to manage multi-track projects, collaborate effectively, and leverage emerging technologies for innovative solutions.

**KEY SKILLS**

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| --- | --- | --- |
| ✓ Digital & Print Production | ✓ Prototyping | ✓ Problem-Solving |
| ✓ UI Design | ✓ Project Management | ✓ Content Creation |
| ✓ Responsive Web Design | ✓ Team Collaboration | ✓ Client Communication |

**RELEVANT PROFESSIONAL EXPERIENCE**

**Digital Production Designer** Jun 2024 - Nov 2024

Bigtincan New York, NY; Contract

*Designed and prototyped interactive trade show kiosks in Figma, focusing on UI/UX. Developed the kiosks using React for front-end development, leveraging GitHub for version control and collaboration. Prepared and optimized assets for seamless deployment across digital platforms, ensuring compatibility and performance.*

* Directed the UI/UX design for interactive trade show kiosks, enhancing lead generation at a significant industry event.
* Partnered with a cross-functional team to ensure alignment on kiosk functionality and design, resulting in positive user feedback.
* Optimized the asset delivery by implementing a new organizational system, improving development integration time.

**Digital Designer / Senior Production Artist** Apr 2023 - Sept 2023

GSK New York, NY; Contract

*Managed the development of project deliverables across digital and print platforms, overseeing all stages from design to production. Including designing and producing resources such as PowerPoint presentations, email templates, and SharePoint pages, as well as creating engaging Yammer posts.*

* Managed multiple projects concurrently, prioritizing tasks and meeting deadlines in a fast-paced environment.
* Ensured brand guidelines were consistently applied across all digital and print materials, maintaining a cohesive brand identity.
* Proactively identified and implemented process improvements to enhance efficiency and productivity within the design and production workflow.
* Proficient in relevant design software (e.g., Adobe Creative Suite, PowerPoint, SharePoint) to create visually appealing and practical materials

**Senior Art Director Digital Production** Jan 2022 - Dec 2022

PIXACORE New York, NY

*Directed the creation of responsive websites, emails, and digital assets, ensuring a consistent user experience. I used Figma, Sketch, Adobe XD, and Zeplin to design exceptional UIs, streamlining developer handoff with detailed specifications—this improved project efficiency and deliverables.*

* Spearheaded the design and development of 15+ high-fidelity, responsive websites, utilizing Figma to create exceptional UI and streamline developer handoff, resulting in a 10% average increase in client website traffic.
* Streamlined developer workflows by implementing detailed UI specifications in Zeplin, reducing production time by 20% and improving cross-team collaboration.
* Collaborated with a team of 5+ designers to create engaging email campaigns and digital assets, ensuring brand consistency and contributing to a 15% average increase in client email open rates.

**Digital Designer / Senior Production Artist (Contract)** Apr 2021 - Mar 2022

Merck New York, NY; Contract

*Engineered high-quality digital assets for graphic projects, translating briefs into compelling solutions. Designed and produced websites, apps, and ads using expert techniques. Transformed concepts into polished deliverables, exceeding expectations through detailed design and impactful visuals.*

* Engineered high-quality digital assets for websites, apps, ads, and Promomats/Veeva, consistently exceeding client expectations.
* Designed and produced impactful visual experiences for diverse digital platforms, ensuring projects met brand standards and client satisfaction.
* Leveraging expert design and production techniques, I delivered high-quality digital assets while maintaining a consistent standard of excellence across all platforms.

**ADDITIONAL EXPERIENCE**

**UI Designer / Front-End Developer** Jan 2012 - Jan 2022

One Shot Records New York, Self-Employed

* Delivered user-centered web solutions, improving satisfaction and conversions through comprehensive ideating, responsive design in Figma/Adobe Suite, and front-end development while managing e-commerce UI.
* Architected and maintained e-commerce infrastructure using Magento, ensuring high availability and performance for user-centered web solutions, seamlessly integrating Google analytics and advertising to drive data-informed improvements.
* Maintained catalog for 500+ products, reducing shipping costs by 25% through accurate inventory management, bridging creative design, development, and business improvements.

**Graphic Artist/Senior Production Artist** Sep 2018 - Oct 2019

TBWA\WORLDHEALTH WILDTYPE New York, NY

* Designed and produced high-quality print and digital materials using Sketch and Adobe CS 2019 while managing content to ensure consistent brand messaging and efficient workflows.
* Conducted rigorous quality control, including editing, screen captures, asset slicing, and photo rights management, to deliver error-free materials that adhered to brand guidelines. Two lines here. Two lines here. Two lines here. Two lines here. Two lines here. Two lines here.
* Streamlined production workflows by managing content within Assembler CMS, optimizing data flow and production processes to enhance efficiency.

**Technical Skills**

**Software:**

Adobe Photoshop, Illustrator, InDesign, MS Powerpoint, Dreamweaver, Balsamiq Mockups, Figma, Sketch, AxureRP, Invision, WordPress, Magento, MS Visual Studio, Veeva Systems Solutions, HTML5, CSS3, JavaScript, Jquery, PHP7, SQL, Node.js, Sass, Google Cloud Platform, Google Analytics, Google Adwords, Facebook Pixel, Prompt Engineering

**Hardware:**

Macs, PCs, Epson Flatbed Scanner, Fiery Full Color Printer, HP Designjet Photo Printer, Compugraphic 9800, Selectset 5000/7000/9800, Scitex Iris 2047, Linotronic L300/L330, Onyx RIP

**EDUCATION**

**BFA, Communication Design**

City Tech - New York City College of Technology - CUNY New York, NY

**Vocational, Print Production, Stripping, and Darkroom** Santa Monica College Santa Monica, CA

**PROFESSIONAL CERTIFICATES**

**Create High-Fidelity Designs and Prototypes in Figma**

**Coursera - Apr 2024**

**Foundations of User Experience (UX) Design**

**Coursera - Dec 2022**

**Architecting with Google Compute Engine**

**Coursera - Jul 2020**

**End-to-End Machine Learning with TensorFlow on Google Cloud**

**Coursera - Apr 2020**

**Introduction to Structured Query Language (SQL)**

**Coursera - Oct 2020**

**Building Web Applications in PHP**

**Coursera - Sep 2019**

**Security in Google Cloud**

**Coursera - Jun 2019**