

ANABELLA ORTIZ

ILLUSTRATOR & DESIGNER

CONTACT

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PROFILE

An enthusiastic designer and illustrator with a variety of experience working in print and multimedia digital design. Possesses strong skills in illustration, as well as in graphic and motion design. Passionate about collaborating with others and representing stories through visual communication.

EDUCATION

B.F.A., ILLUSTRATION
Savannah College of Art and Design
2016 - 2020
Honors: *magna cum laude*

EXPERTISE

- Visual Design
- Illustration
- Character Design
- Print Production
- Motion Graphics & Animation
- Infographics
- Social Media Management
- Typography
- Branding & Identity
- Book Design
- Advertising
- Sketching
- Design for Accessibility
- Video Editing
- Adobe Creative Suite

PUBLICATIONS

- *Popshot Quarterly, The Solar Issue*, 2023
- *Ayomide and Seyi's Kitchen* by Margaret Towolawi, 2022
- *Ayomide's Trainride to Graceland* by Margaret Towolawi, 2022
- *Jubilee: The First Therapy Horse and an Olympic Dream* by Kt Johnson, 2022
- *Curious Me* by Megan Williams-Zanders, 2021

WORK EXPERIENCE

DESIGNER

The Brandon Agency

MARCH 2022 -

- Creates content such as branding, social content, and digital needs, as well as printed design, collateral, and promotional materials for a variety of clients.
- Works with entire creative team, assisting art directors and creative directors in finalizing files for print or digital production, implementing illustration and motion media when necessary.
- Collaborates with chief creative officer on agency promotional materials, social media, and agency pitches to prospective clients.

JUNIOR GRAPHIC DESIGNER

Bermuda Sands Apparel

MAY 2021 - MARCH 2022

- Created in-house content and promotional materials such as flyers, signage, ads, and textile design using brand standards.
- Collaborated to develop new concepts for visual identity and aesthetic to modernize the design system of the company, using trend research.
- Managed, planned, and executed design for all social media channels, and monitored performance and growth to attract new customers and build brand awareness.

ILLUSTRATOR AND DESIGNER

Freelance

MAY 2018 -

- Illustrates editorial and children's book artwork and content for various authors and publishers.
- Successfully executes branding and identity packages, book design, marketing social media content, and a variety of other graphic needs for clients.

ILLUSTRATOR

Olly Olly Direct Marketing

OCT. 2020 - SEPT. 2021

- Developed original illustrations for editorial content and educational marketing resources that were widely distributed by the agency on social media and to current and prospective clients.
- Collaborated on website redesign in early development, and assisted in implementing illustrations and designs to match new brand direction.

2D ILLUSTRATOR

Noggin

OCT. 2020 - NOV. 2020

- Collaborated with animators from Nickelodeon as a freelance illustrator to create content for an animated seasonal special on Noggin.
- Developed scenes using existing licensed characters and backgrounds while following within Noggin's existing assets and style guidelines.
- Created original artwork for backgrounds and additional animation assets.