



Raymond Ortiz

Associate Graphic Designer

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PROFILE

Energetic associate graphic designer with nearly two years of experience working in an agency setting. Leverages Adobe Illustrator to create digital and print assets. Known for being attentive to brand consistency and delivering compelling design narratives for top brands.

PROFESSIONAL

EXPERIENCE

ASSOCIATE GRAPHIC DESIGNER

INSPIRE SOLUTIONS, NEW YORK, NY, MARCH 2023 – PRESENT

- Support creative team efforts in both digital and print forms for consumer brands
- Created designs consistent with client branding efforts across 30 different stock-keeping units (SKUs)
- Increased consumer interaction by 25% with the development of new point-of-purchase signage and product packaging for a high-visibility brand
- Communicate with stakeholders regularly to ensure designs align with business goals
- Reduced print costs by \$5,000 annually through an effort to optimize the design process

GRAPHIC DESIGN INTERN

SARALU FOODS, REMOTE, JUNE 2022 – DECEMBER 2022

- Gained hands-on experience in packaging design for over 200 products under the guidance of the senior graphic designer
- Used Adobe Illustrator to create marketing materials for digital and print use
- Created 40 sales presentations and marketing decks for national sales conferences and client meetings
- Maintained an asset library that included barcodes, presentations, sales sheets, and promotional imagery
- Improved retrieval times by 50% with the digitization of more than 1,000 design assets

EDUCATION

JUNE 2022

BACHELOR OF ARTS (B.A.) IN GRAPHIC DESIGN AND MEDIA

University of Syracuse, Syracuse, NY

KEY SKILLS

- Adobe Illustrator
- Attention to detail
- Initiative
- Package design
- Point-of-purchase signage
- Time management

CERTIFICATIONS

Adobe Certified Associate – Graphic Design and Illustration, Adobe, 2024