

SO

STEPHANIE ORTS

GRAPHIC DESIGNER & MOTION ANIMATOR

● CREATIVE EXPERIENCE

GUESS WATCHES

MAY 2013 / PRESENT

ART DIRECTOR

- Leads newly launched Instagram account, coordinating closely with the Social Media Strategist on posting schedule, content creation and digital strategy for Instagram and Facebook platforms
- Conceptualizes and launches fully integrated campaigns utilizing product and lifestyle photography, in addition to creating animations, in order to implement a broad range of revenue-generating design projects
- Directs photoshoots for both social media and print media purposes from coordinating the photographer to arranging the set, composing the images, providing direction and communicating with the retouchers
- Takes creative initiative and is always striving to push design concepts to new levels to remain relevant with evolving industry trends

FREELANCE GRAPHIC DESIGN

AUG 2013 / PRESENT

GRAPHIC DESIGNER

- Evolves brand voice and identity for new and existing businesses through promotional tools and marketing materials from logo design to print collateral, web design and digital content to assist companies in increasing revenue
- Builds client relationships and ensures customer satisfaction by being responsive, communicative, organized and by always providing quality deliverables in a timely manner
- Balances multiple clients at once through time management and prioritization

UConn HISTORY DEPARTMENT

JAN 2016 / PRESENT

EXHIBIT DESIGNER

- Produces exhibits that have been showcased across the globe to educate a wide audience on numerous causes
- Creates fully integrated exhibits through collaboration with UConn faculty and students, bringing their words to life through visual elements and layouts
- Conceptualizes and executes consistent aesthetic per each exhibit, creating a voice through each panel and marketing material

UConn RECREATION FACILITY

APR 2014 / MAY 2016

MARKETING ASSISTANT

- Modernized the Student Recreation program branding to establish a new, consistent look across every department
- Coordinated with all 5 department heads from the Student Recreation Facility to create promotional materials for each upcoming event while communicating details in an informative yet appealing way

HUSKYTHON DANCE MARATHON

APR 2014 / MAY 2016

CREATIVE DIRECTOR

- Rebranded the student-run philanthropy with a new logo and visual direction that was carried out in all marketing materials, creating a consistent and recognizable identity
- Raised awareness about the 18-hour Dance Marathon by creating and sharing promotional campaigns around campus and on social media, resulting in more than 5000 new participants annually which generated in over \$1,300,000 in fundraising

● EDUCATION

UNIVERSITY OF CONNECTICUT

MAY 2016

B.A. in Digital Media & Design, School of Fine Arts

B.S. in Marketing, School of Business

GPA: 3.7, Dean's List

When I was 12 years old, long before I knew what the Adobe Creative Cloud was, I used to make stop motion videos using a hybrid of Microsoft Paint and Powerpoint, so it is safe to say I've always wanted to be a designer.

Fast forward several years and I now have a vast range of creative experience. With a background in both design and marketing, I am well versed in bringing an idea from conception to launch. From the fashion industry, to philanthropic charities, educational exhibits and sports promotions, I have worked in a variety of industries creating fully integrated campaigns with photography, print, social media and animated assets.



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