

# ORIANA PORTNOJ

## ART DIRECTOR

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- orianaportnoj.com

### PROFILE

Passionate about brand building and content, both digital and social. Always on a creative mission. Bringing solutions to life with an imaginative flair!

### EDUCATION

- May 2020 | **BA in Advertising - Summa Cum Laude**  
University of Florida
- May 2016 | **Certification in Printing and Graphic Arts**  
McFatter Technical College

### EXPERIENCE

- Sep. 2021-Present | **Graphic Designer**  
**Trispark Media**  
Design and plan visual creative for OOH, print, outdoor, and digital campaigns for English and Hispanic markets.
- May 2020-Sep. 2021 | **Creative Freelancer/ Small Business Owner**  
**Ori's Art Stori**  
Built logos, business cards, illustrations, flyers and other promotional content as well as unique made-to-order cross stitches for clients on commission.  
Managed multiple different social media accounts and tailor-make content for each platform.
- Aug. 2019-May 2020 | **Junior Art Director**  
**Studio 2058**  
Collaborated with University of Florida creatives to design, execute and present campaigns to 10+ clients including Nintendo, Hulu, Always and local Gainesville startup companies.
- Jun. 2019-Aug. 2019 | **Art Direction Intern**  
**Alma Ad**  
Created a 360 advertising campaign for Hispanic markets for McDonald's including planning, designing and presenting in collaboration with a team of interns.

### SKILLS

- **Bilingual** - Native English, Expert Spanish
- **Social Media Management** - Instagram, Twitter, Tiktok
- **Design software** - Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Figma
- **Fine and Craft Arts** - Illustration, sculpture, knitting, printing