



# ANGELICA ORTIZ

CREATIVE  
DIRECTION



EXPERIENTIAL  
CREATIVE TECH



angelicaortizcreates@gmail.com



www.angelicaortizcreates.com

Angelica is an **award-winning creative leader** specializing in concepting and designing **immersive experiences** leveraging emerging tech when strategically applicable. She's worked on projects ranging from **experiential, multisensory retail concepts** to CES pitches and experience centers for B2B & B2C, with notable clients like **Netflix, Nike, Google, Lexus, Red Bull, and Royal Caribbean.**

She has **led projects with \$2+ million budgets**, collaborated with teams across EMEA, US, Canada, Brazil, and APAC, **mentored over 60 emerging talent creatives**, talked shop with tech architectural partners, and presented **winning pitches** to creative leadership at Fortune 500 companies.

## AWARDS

### Clio Bronze

Life Interrupted // Havas

### Young.Monks Silver Interactive

Netflix // Media.Monks & Cannes

## SKILLS

### CREATIVE

Creative Direction, Concepting, Experiential, Pitching, Feasibility gut-checks, Creative Strategy

### LEADERSHIP

Stakeholder, client, vendor, & project management  
Mentoring junior and mid-level talent

### MAKING

Environmental Design, Moodboards, Workshops,  
Pitch Deck Strategy & Creative

### TOOLS OF THE TRADE

Photoshop, Illustrator, Sketchup, Twinmotion,  
Sketch/Figma, Unity/Unreal, Blender, Generative AI

## EDUCATION

### VCU Brandcenter

M.S. Business: Advertising & Experience Design

### University of North Carolina, Chapel Hill

B.A. Media & Journalism (Advertising)  
2nd Major: Communications (Media Production)

## EXPERIENCE

### Media.Monks

Senior Creative & Technologist, 2022-Present

Creative & Technologist, 2021-2022

- Lead ideation sessions, new business pitches, and workshops in response to client briefs, RFPs and RFIs — coming up with innovative solutions that keep with the project's goals, timings and budget
- Lead and collaborate with international teams on 4 continents, ranging from 5 to 25 team members and across departments including creative, tech, production, and account
- Hire, mentor, and manage junior and mid-level talent to ensure both creative excellence and team growth

### Havas Mango

Creative & Technologist, 2020-2021

- Championed conceptual thinking, strategy, feasibility, and rapid prototyping for clients, new business pitches, and internal projects
- Subject matter expert on experiential and creative tech within project teams, ideating concepts and immersive designs to produce work such as Life Interrupted (Clio Bronze)

### 900lbs

Experience Designer (Conceptual Creative), 2019

- Brainstormed, researched, designed, and pitched multi-sensory experiential activations for client briefing centers, tradeshow, experiential retail, and theme park destinations for Fortune 500 clients in entertainment, real estate, CPG, and tech
- Collaborated with architects, fabrication studios, and hardware vendors to ensure conceptual consistency during plan, design, and development phase

### Freelance

Experience Design // Creative Tech, 2017-2018

- Concepted alongside creative, strategy, and production teams to identify opportunities to use emerging technology for current and prospective clients
- Led a team in creating an immersive experience story and won unanimous buy-in from 15+ stakeholders across 5 different departments