

APRIL ORTIZ

Creative Director/Senior Graphic Designer

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Strategic Creative Director with 15+ years of experience leading brand development, integrated marketing, packaging, digital strategy, and multi-channel creative execution across hospitality, manufacturing, retail and B2B sectors. Proven ability to align creative vision with business objectives, drive brand consistency across platforms and manage cross-functional teams, vendors and production partners. Combines high-level brand strategy with hands-on design expertise to deliver measurable business impact.

SKILLS

Account Management
Project Management
Budgeting
Vendor Relations
Brand Awareness
Adobe Creative Suite
Social Media Platforms
Microsoft Office
WordPress
eblast Software
Marketing Strategies & Collateral
Logo Design
Tradeshaw Design
Retail & POS Design
Package Design
POP Design
Web Design
Video Editing
Content Development
Social Media Management
Retail Sales

EDUCATION

Associate of Applied Arts Degree
(Major: Advertising Design)
Greenville County Museum of Art

Web Designer Certificate
Tri-County Technical College

VOLUNTEERISM

Marietta Cobb Museum of Art
Hands on Atlanta
Habitat for Humanity
Meals on Wheels

EXPERIENCE

Creative Director - MetroLED/Pixel LED Displays, Atlanta, GA 2024 - Present

- Lead branding and design strategy for two divisions across print and digital
- Partner with web developer on website redesigns to improve UX and brand consistency
- Plan and direct customer testimonial campaigns with freelance videographer
- Manage social media and targeted email campaigns to grow engagement
- Maintain and curate brand image library
- Design tradeshow booths and marketing materials that drive traffic
- Oversee direct mail, print collateral, and product catalogs

Freelance Creative Director/Owner - April Ranae Creative 2010 - Present

- Lead print and tradeshow projects that elevate brand presence
- Design and manage websites focused on engagement and usability
- Work with clients across industries to turn ideas into strong creative
- Create packaging for product and food & beverage brands that stands out on shelf

Senior Graphic Designer - Diablo, Atlanta, GA (Contract) 2020 - 2023

- Lead packaging and POP from concept to production, keeping work on-brand and on strategy
- Team up on catalogs, sell sheets, labels, and other marketing materials
- Work with a 3D artist to build clamshell assets for product renders and merchandising
- Help streamline production, ensuring accuracy and consistent quality

Senior Graphic Designer - BlueLinx, Atlanta, GA 2018 - 2020

- Produced all print and marketing collateral for headquarters and branch locations, ensuring cohesive brand execution across markets
- Designed, developed, and maintained company website in WordPress, optimizing functionality and user experience
- Created web graphics and executed targeted e-blast campaigns to support digital marketing initiatives
- Managed social media strategy and content across Hootsuite, Instagram, Facebook and Pinterest to drive engagement and brand visibility

Graphic Design Manager - Auro Hotels, Greenville, SC 2013 - 2018

- Raised the department's visibility, bringing in more internal and client work
- Managed branding and design projects for Auro Hotels' corporate office, supporting 35+ properties
- Led print and digital marketing from concept through production
- Kept brand standards tight across multiple hotel flags
- Juggled tight deadlines while delivering polished, detail-driven work
- Partnered with print vendors to keep production smooth and efficient
- Mentored a Junior Graphic Coordinator and supported their growth