



Ana Ortega
Digital Designer

Atlanta Area, GA

Contact

E-Mail

AnaCristinaOrt@gmail.com

Portfolio

AnaOrtega.Me

LinkedIn

In/TheAnaOrtega

Software

Illustrator InDesign

Photoshop MS Office

Caldera Procreate

Sketch Figma

Skills

Team worker
Adobe Creative Suite
CSS/HTML
Design for Print
Team Over Self
Communication
Branding

About Me

Overall creative personality who thrives on a team that works together towards a common goal. I enjoy taking up challenges and learning new skills in order to create the most effective solution to a design problem. Years of artistic passion and a dedication to creating have cultivated into a strong work ethic and well-researched design sense.

Experience

HP

Large Format Digital Apprentice (Current)

- Pre-press preparation and design of materials for print
- Designing and fabrication of internal use items such as walls, banners, displays, and infographics
- Preparing materials to assist Solution Architects for successful customer demos
- Printing and finishing content for sample kits sent to Sales Reps and Customers
- Collaborated with The National Mall in DC for events such as the inauguration, Cherry Blossom festivities, and Government internal initiatives
- Expertise in Adobe Softwares such as InDesign, Photoshop, and Illustrator to create high quality customer facing print samples

Salesloft

Associate Graphic Designer (June 2022 - February 2023)

- Responsible for all internal and external company assets: ad spaces, email headers, presentation decks, and social media content
- Worked independently on projects with occasional revisions by managers
- Delivered over 100 usable assets in 5 days while working on several projects with very tight timelines.
- Responsible for the prioritization, coordination, and delivery of multiple projects at a time with diverse specifications for on time or early completion of work.
- Responsible for direct communication with customers: project specifications, questions, and final deliverable expectations

Freelance Work

(Ongoing since 2020)

- Designed and coded flexible email templates using HTML and CSS
- Designed seasonal marketing material: website elements, holiday banners, temporary logo overlays, and ads
- Designed company materials: uniforms, business cards, catering catalogs, product labels and internal paperwork templates
- Content creator for company social media platforms: photography, photo editing, copy writing, and posting
- Logo and branding design for several small businesses

Education

Kennesaw State University, Kennesaw, GA

B.S. Interactive Design
Technical Communications Minor