

# LISA ORTIZ

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## EXPERIENCE

### PROFILE

Design Director with 10 years of experience developing communication design solutions for clientele in web, mobile and print. Proven ability to create & implement clear, innovative, unique design and user experience concepts. Demonstrated leadership in directing design teams.

### EDUCATION

**Pratt Institute**  
Master of Science  
Communications Design  
February 2001

**State University of New York at Albany**  
Bachelor of the Arts  
English Literature  
May 1997

- AUG 2011 - Present **The Wall Street Journal Digital Network | ART DIRECTOR**
- Oversee design of large-scale, long-term product & editorial initiatives from concept through completion
  - Manage user experience designers, educating on best industry practices
- JAN 2011 - JUL 2011 **ABC News Digital | DESIGN DIRECTOR**
- Managed & directed team of 8 designers, design technologists & information architects, setting creative vision. Indirectly managed team of 3 motion graphic designers.
  - Educated digital & broadcast stakeholders on best interaction design practices
  - Collaborated with product to establish roadmap for fiscal year 2012
  - Worked with senior management to determine editorial, product & marketing strategy
  - Balanced department's 2011 budget and lobbied for larger 2012 budget in order to more effectively accomplish organizational goals
- OCT 2009 - JAN 2011 **ABC News Digital | ART DIRECTOR**
- Managed & design directed team of 5 designers, flash programmers & information architects, overseeing and coordinating day-to-day operations.
  - Established new design protocols for the design team such as: a daily check-in for project status updates; a weekly design team meeting to review peer work & industry trends; weekly individual meetings with the designers in order to mentor & talk through best design approaches.
  - Improved the design process with stakeholder groups such as marketing, product, editorial & development by establishing scope of design needs per group and per project and setting up stakeholder review meetings.
  - Worked with product to determine & execute on editorial, business & user needs across ABCNews.com, social media & mobile opportunities.
  - Translated new product, editorial & broadcast ideas into effective user interface & user experience solutions, applying information architecture practices to design solutions & product briefs.
  - Responsible for the concepting & design of new ABC News initiatives such as Facebook Connect & the ABC News iPad application with the product & development teams.
  - Created & maintained style guides for ABC News Digital, coordinating with broadcast and enforcing visual standards across all ABC News divisions, products and partner sites.
  - Served as liason between third party vendors and stakeholder groups in order to best execute on external ABC News initiatives and ensuring consistent design standards are met.
- NOV 2007 - OCT 2009 **Newsweek.com | ART DIRECTOR**
- Managed & art directed in-house team of designers, overseeing & coordinating day-to-day operations.
  - Translated new product ideas into effective user interface & user experience solutions.
  - Applied information architecture practices to design solutions & product briefs which included user research, user profiles & wireframing.
  - Designed long-term platform solutions to enable editorial to produce & tell stories in various formats, layouts & medium, working on projects & concepts through execution.
  - Created & directed editorial infographics based on relevant news stories.
  - Collaborated with marketing to maintain consistent branding across Newsweek properties.
  - Worked with product & development groups to determine & execute on editorial, business & user needs across Newsweek.com, social media & mobile opportunities.
  - Art directed illustrators & vendors to create various online applications, mobile solutions & blog branding.
  - Created & maintained style guides for Newsweek.com & various third party applications.
- MAY 2006 - NOV 2007 **The New York Times/NYTimes.com | EDITORIAL DESIGNER**
- Designed editorial content for site verticals, seasonal content specials & classifieds sections.
  - Collaborated with cross-departmental team to conceptualize user experience across verticals.
  - Created wireframes to determine user interface.
  - Worked with vendors to determine best design approach & strategy for affiliate sites.
  - Art directed illustrators as needed on projects.
- JUL 2005 - MAR 2006 **Condé Nast Publications/CondéNet | CONTRACT INTERACTIVE DESIGNER**
- Conceptualized, designed & created flash promotional sites & various print media
  - Developed HTML promotional sites & advertisements, collaborating with project managers on strategy
- OCT 2001 - JUL 2005 **Atlantic Recording Corporation | SENIOR DESIGNER/VIDEOGRAPHER**
- Designed & built artist sites, promotional sites & online ad campaigns
  - Developed storyboard, filmed & edited artist videos (IE. interviews & performances).
- OCT 2000 - Present **Simply Lisa Designs | OWNER**
- JAN 2000 - SEP 2000 **HugeClick.com | GRAPHIC WEB DESIGNER**